

# 101 Ways to Use Tagxedo

Hardy Leung  
[www.tagxedo.com](http://www.tagxedo.com)

# What is this About?

- Words + Image + Tagxedo = Amazing Visual Arts
- Tagxedo is versatile, flexible, and fun!
  - Hence, 101 Ways to Use Tagxedo
- Each way is unique, and illustrated with an example
- I focus on *unique* techniques or use models
  - The number of variants certainly far exceed 101
- Caution: Google Docs may not look right on IE6/IE7
  - IE8, Firefox, Safari, Opera all somewhat okay
    - Different browsers render HTML differently
  - Best viewed in Chrome
- Hope this inspire you to make your own Tagxedo!
- And please help me spread the word
  - Use this URL: [\*\*http://bit.ly/101tagxedo\*\*](http://bit.ly/101tagxedo)

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# Tagxedo Skills

- Basic

- Load, save, respin (color, theme, orientation, font)
- Default shapes (e.g. heart, dove)

- Intermediate

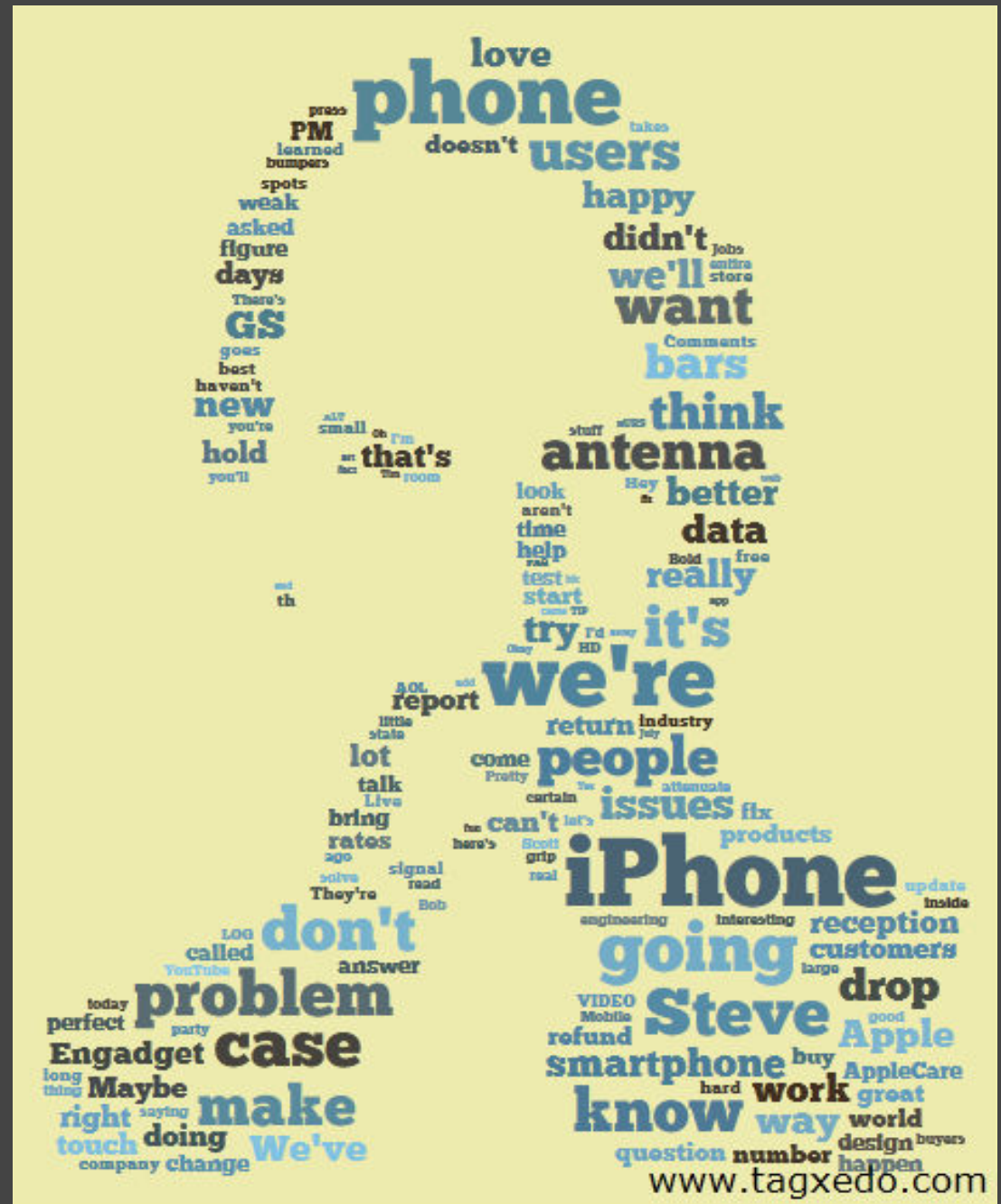
- Custom shapes
- More respin (make selection, use lock)
- History mode
- Options
- *punctuation, numbers, common/identical Words, tightness, emphasis, word count, hard boundary, font preference, Deja Vu, skip words, normalized frequency*
- Tilde (~) and frequency modifiers (e.g. Love:20)

- Advanced

- Custom fonts, more custom shapes (with editing)

# Summarize a Presentation

# Steve Jobs' "We Are Not Perfect" Press Conference





# Compare Similar Documents

Use option "Deja Vu" to show identical words in the same color

George  
Washington

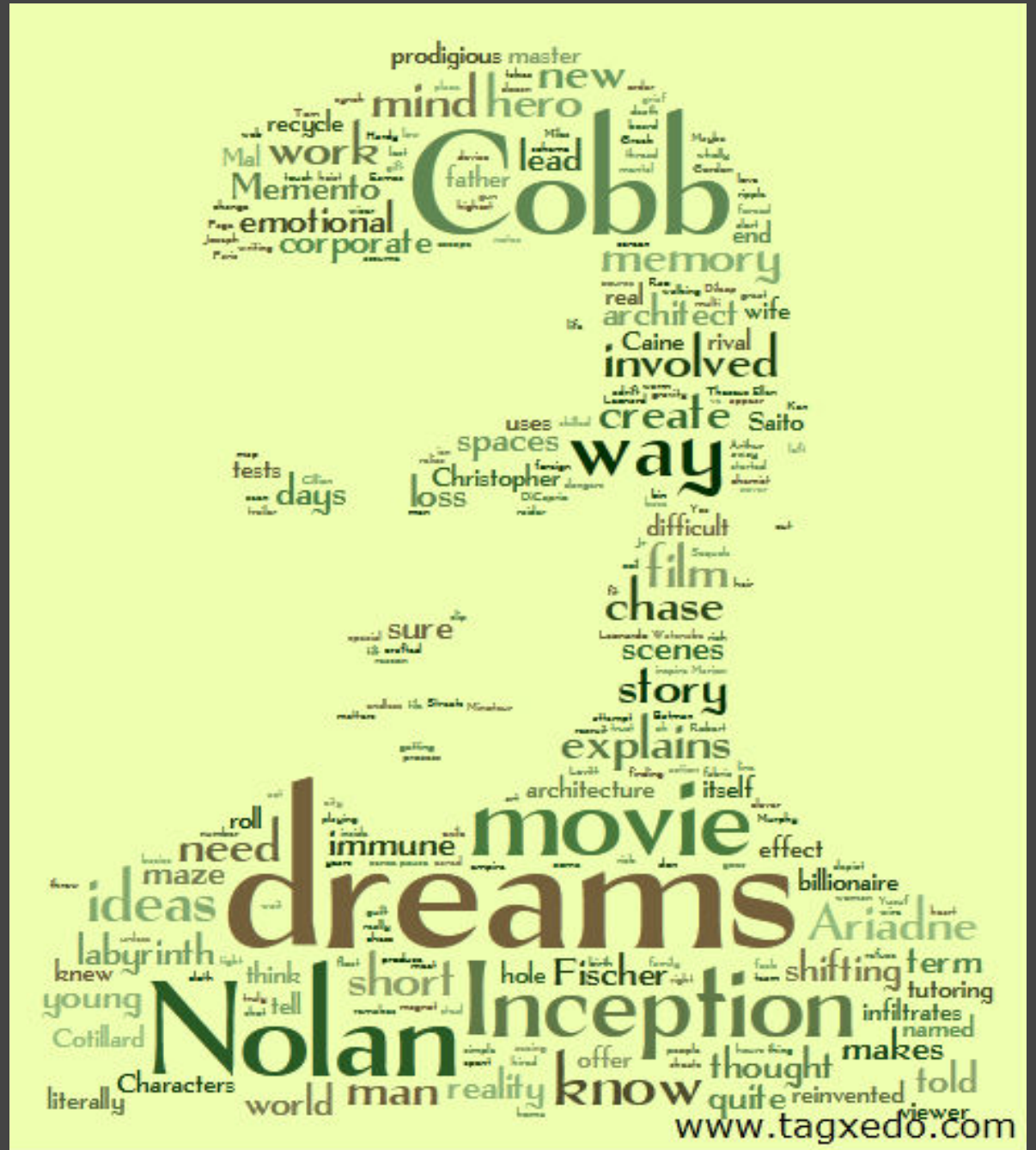


Thomas  
Jefferson



# Make a Movie Review

- ## ● Roger Ebert's Review of "Inception"





# Turn a Logo into a Tagxedo



# Keep Track of Current Events

Daily Tagxedo <http://daily.tagxedo.com>

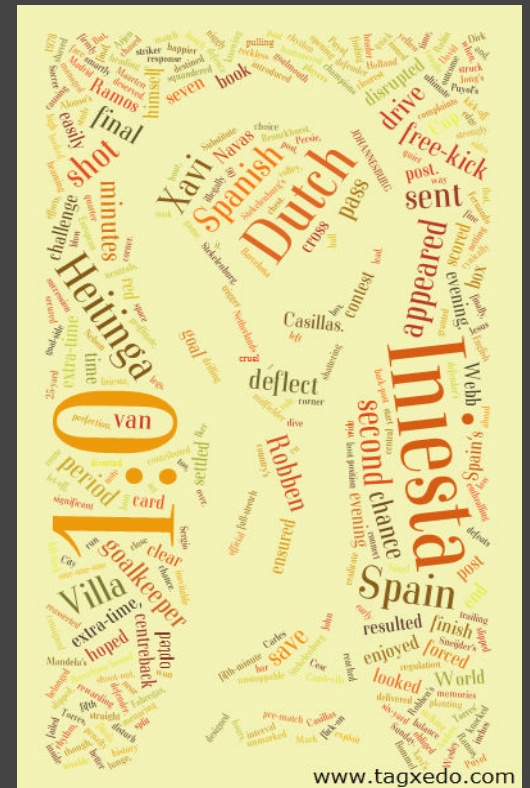


# Anna Chapman, Russian Spy



# Aung San Suu Kyi in House Arrest

# Spain Won World Cup





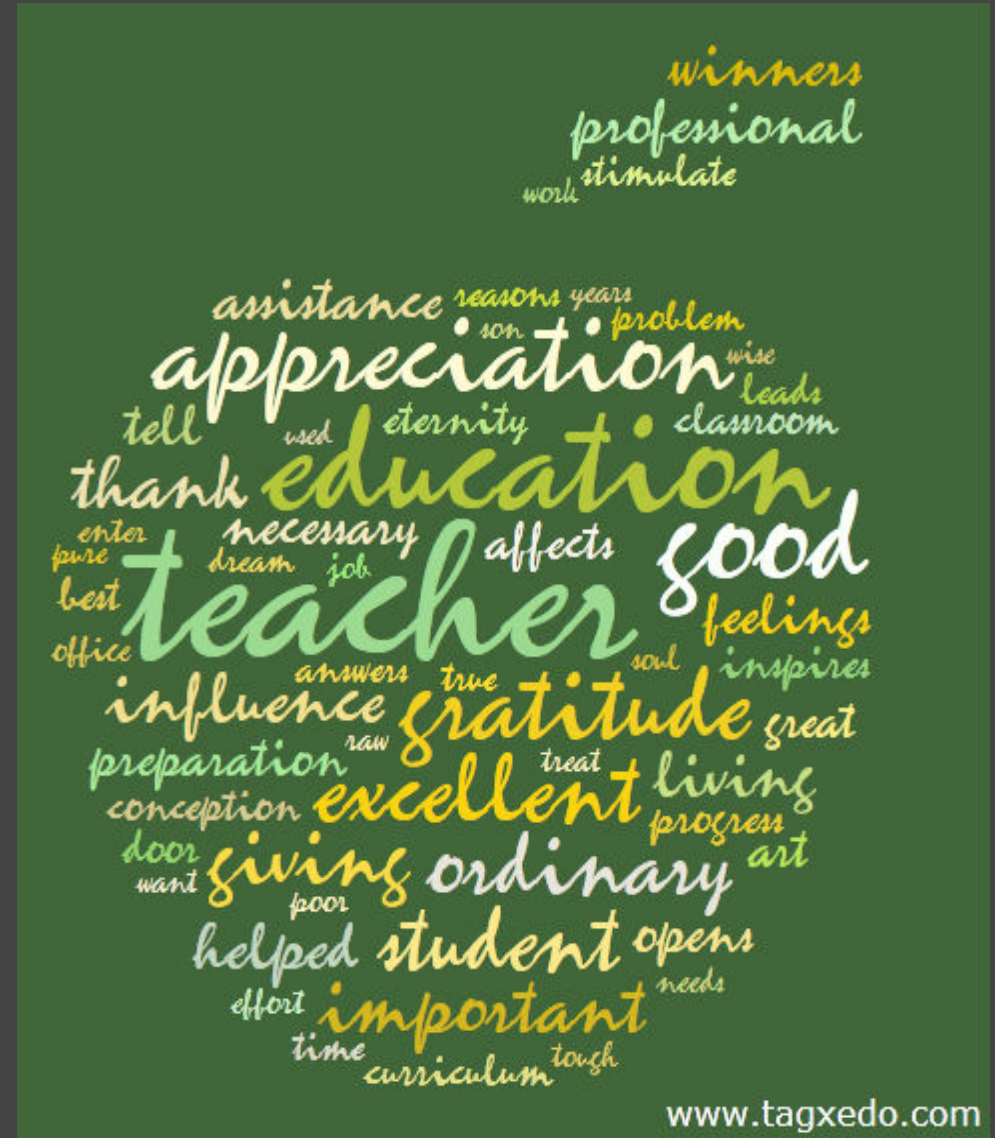
# Make a Gift for your Favorite Teacher

- This is the recreation of a real gift I made for my son's beloved Kindergarten teacher
- Names are repeated and weighed differently



# Show Some Teacher Appreciation

- Each student contributes 10 words to describe the teachers
- Write them down on the blackboard and tally the words (combine similar words)
- Order the words by frequency and enter them into Tagxedo
- Make a Tagxedo with the "Frequency by Ordering" method
- Make a card, and sign your names



# Review What You've Been Tweeting

- Just enter your Twitter ID at the Tagxedo homepage <http://www.tagxedo.com>



[www.tagxedo.com](http://www.tagxedo.com)

# Find out Who Follow You at Twitter

- Use the Tagxedo Twitter App
  - <http://www.tagxedo.com/fun/twitter>
  - Biographies ("descriptions") of your followers
  - Up to the most recent 500 followers
  - Easy to share at Facebook or Tweet about it



@tagxedo's  
followers



# Make a Poster of Your Favorite Celebrity

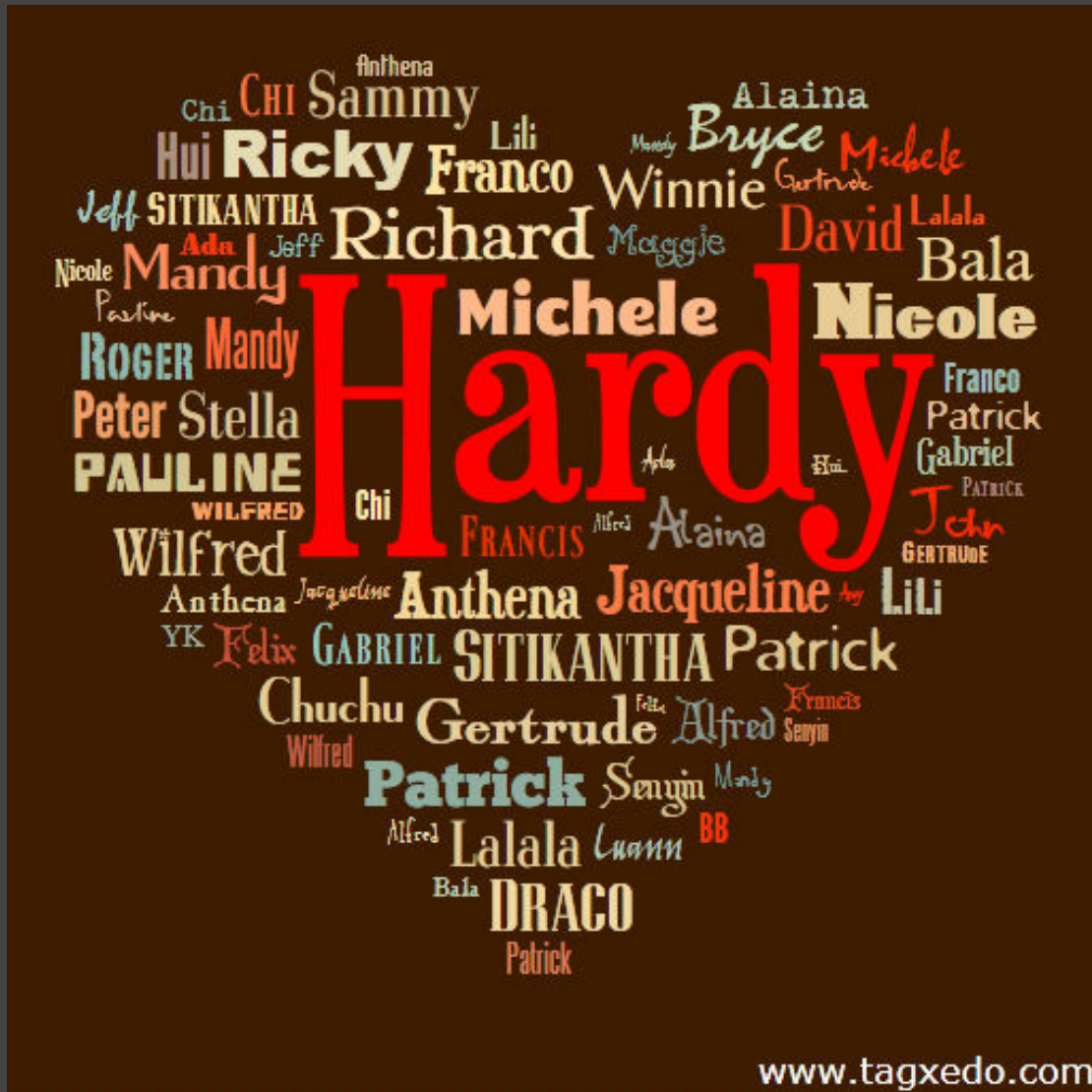
- For example, see Celebrity Tagxedo for celebrities like Sarah Silverman, Leonardo DiCaprio, and more

(<http://celebrity.tagxedo.com>)



# Surround Yourself with Friends

- Turn names of your friends into a heart-shaped Tagxedo
- Facebook app [apps.facebook.com/tagxedo](https://apps.facebook.com/tagxedo)



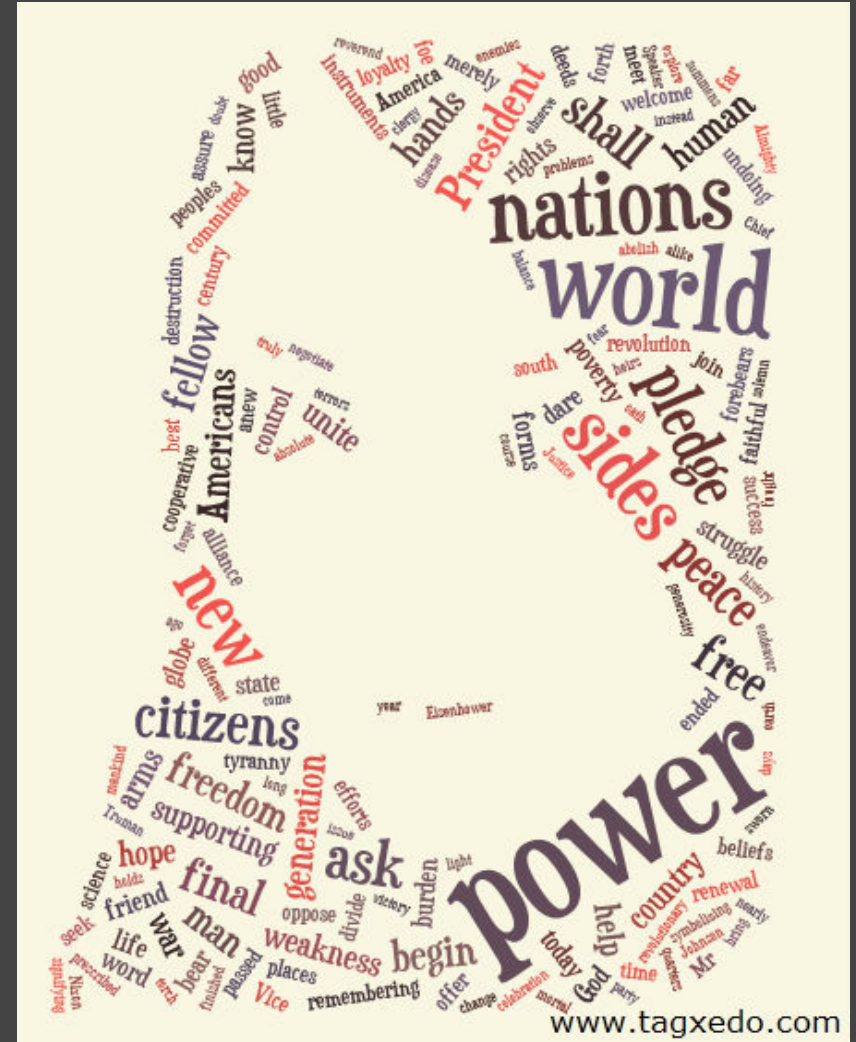
# Make a Singable Tagxedo

"Leaving on a Jet Plane" by John Denver



# Make a Self Portrait

- Use it as your avatar (Facebook, Twitter, etc)
  - showing just enough and not too much
- Tips
  - Not all photos work
    - Need high contrast
  - Adjust threshold and blur
  - Use Capture/Undo/Redo
  - Prefer "Light" themes
  - Photos can be color or B&W
  - Examples of "Ideal Photos"
    - Steve Jobs' B&W
    - Abraham Lincoln





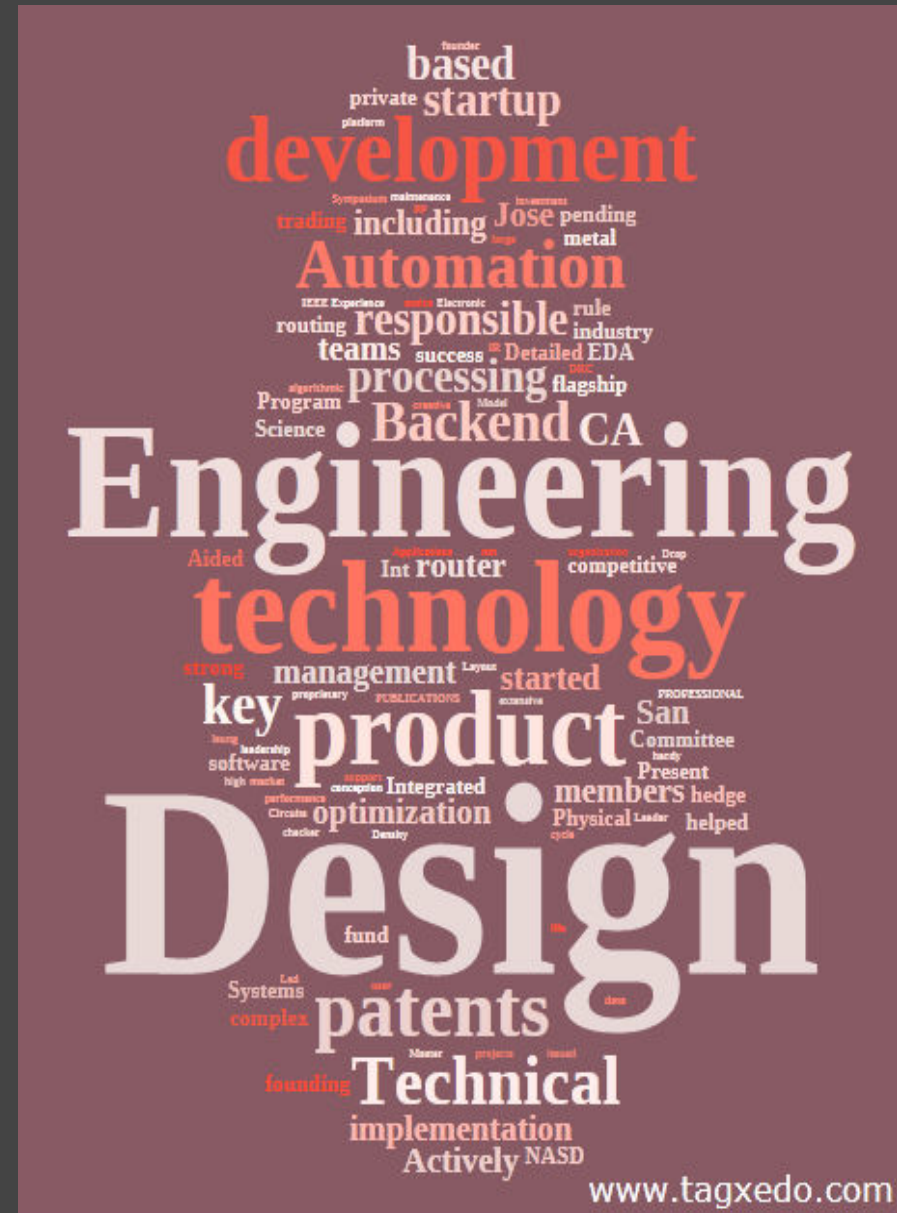
# Say Thanks with Tagxedo

- Great for note, sign, frame
- Tips
  - Use "Normalize Frequency" for a smooth distribution
  - Customize it with the person's name
  - Highlight "Thank You" with a different color
- <http://www.omniglot.com/language/phrases/thankyou.htm>



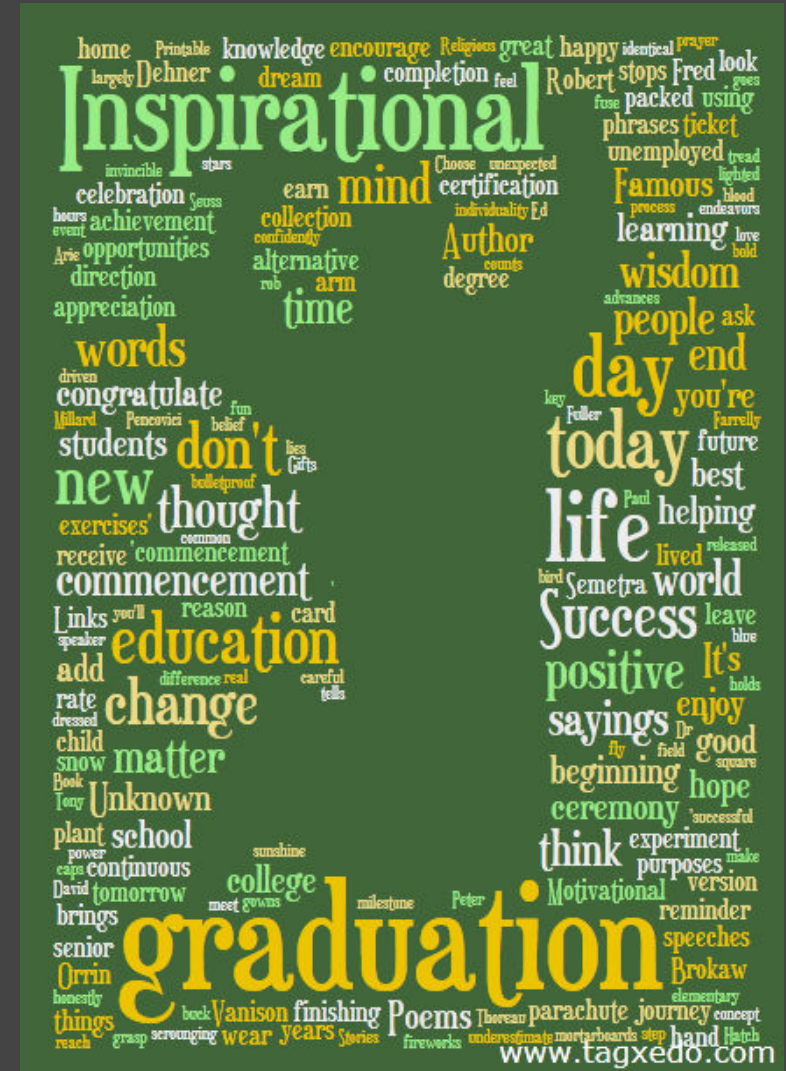
# Critique Your Resume

- See from a different perspective
- Get instant feedback on
  - Use of keywords
  - Tone + Focus
    - e.g. what I did vs. how it impacted the company vs. what skills I process
- A simple "scanbot" test
  - Good approximation of what recruiters will see
  - If you are not impressed by the top words, neither will your recruiters



# Make a Graduation Card

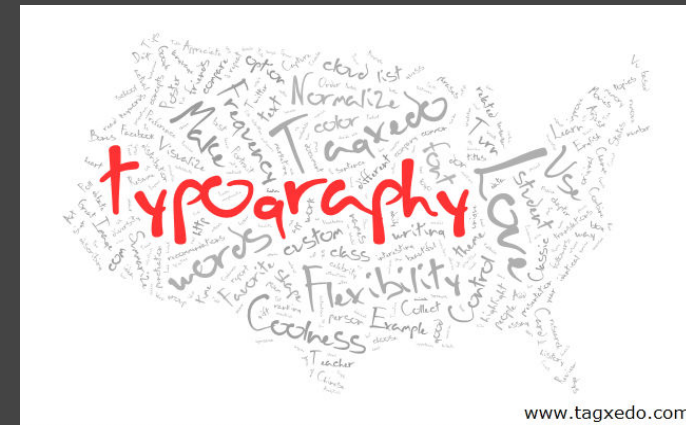
- Use words of encouragement
- Customize
  - Name of student
  - Name of school
  - Theme of school
  - "Class of 20xx"
- Use graduation-related shapes
  - cap and gown, school logo, ...





# Stylize Your PowerPoint Presentations

- Use Tagxedo effectively to separate out different sections of a long presentation
  - Use text from the presentation
  - Use a low-contrast custom theme as the backdrop ('Low' ffffff aaaaaa)
  - Normalize frequency
  - Suppose the section is about Photography, add this to the text
    - Photography:#ff0000:@0:1000
    - (red, horizontal, freq = 1000)
  - Make one Tagxedo for each section
    - Only need to change one line and then hit respin!





# Analyze Search Keywords (SEO)

- Take your Google Analytics search keywords, and massage the data to the form <word>::frequency
- Options
  - Combine Related Words = No, Allow Numbers = Yes, Allow Punctuations = Yes, Frequency Modifier = ::
  - Normalize frequency, Classic Cloud
- Learn from it, and optimize your site
  - Example: Google Analytics on Tagxedo

\* word cloud > tag cloud

## \* Tagxedo hard to spell?

remember: starts with  
Tag, rhymes with Tuxedo



# Show Some Love

- Make your own unique expression of love



# Say I Love You in 101 Ways





# Make a Thank You Card

- Use names of people who came to your party, shower, or seminar
- Need to be careful with options
  - Don't Combine Identical Words
  - Allow Punctuations
  - Use Tilde (e.g. "Hardy~L.")
- Optionally highlight words
- Use all fonts to reflect diversity



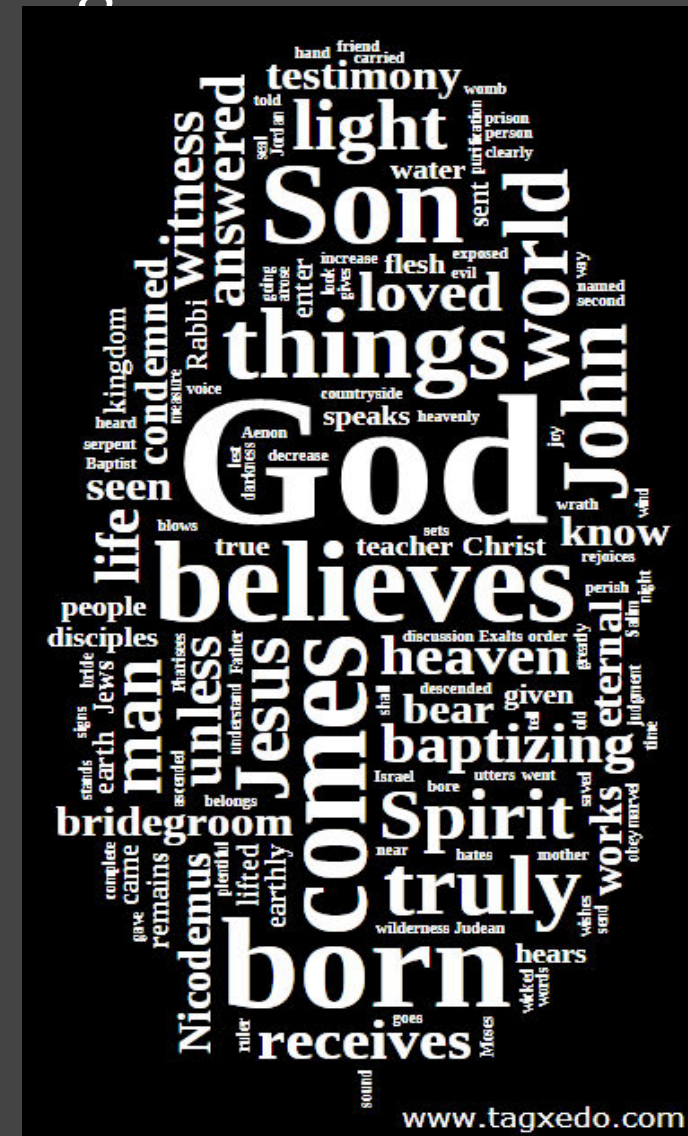
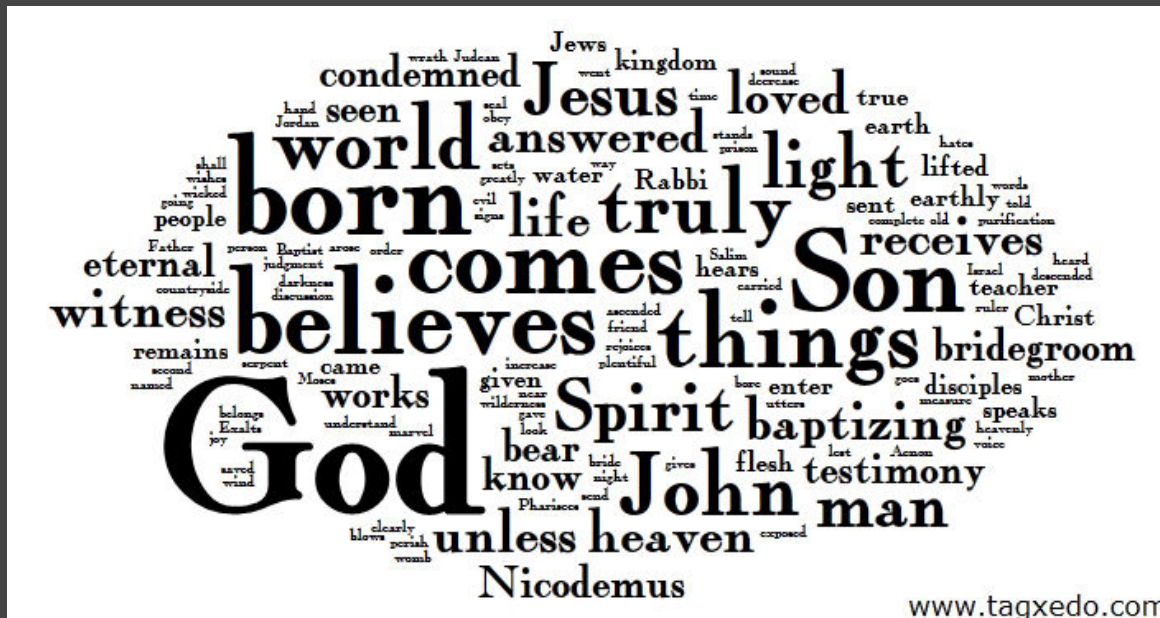
# Make a Class Tagxedo

- Make an artwork representing the class
  - Teacher first makes a sample Tagxedo
    - careful about students with the same name
  - Teacher's name (or class name) in higher frequency
  - Decides on the background color
  - Each student can now decide his/her own font and color
    - One time decision, so choose wisely
  - Teacher takes the input and respins "all" 10 times
  - Class votes for the best Tagxedo
  - Learning
    - Express himself/herself
    - Appreciate typography
    - Show unity



# Summarize a Sermon with Tagxedo

- Summarize a sermon, a scripture, or the entire bible
  - Or any religious or inspirational readings
- B/W and W/B both work great
  - Already rich in beautiful words
- Great for framing

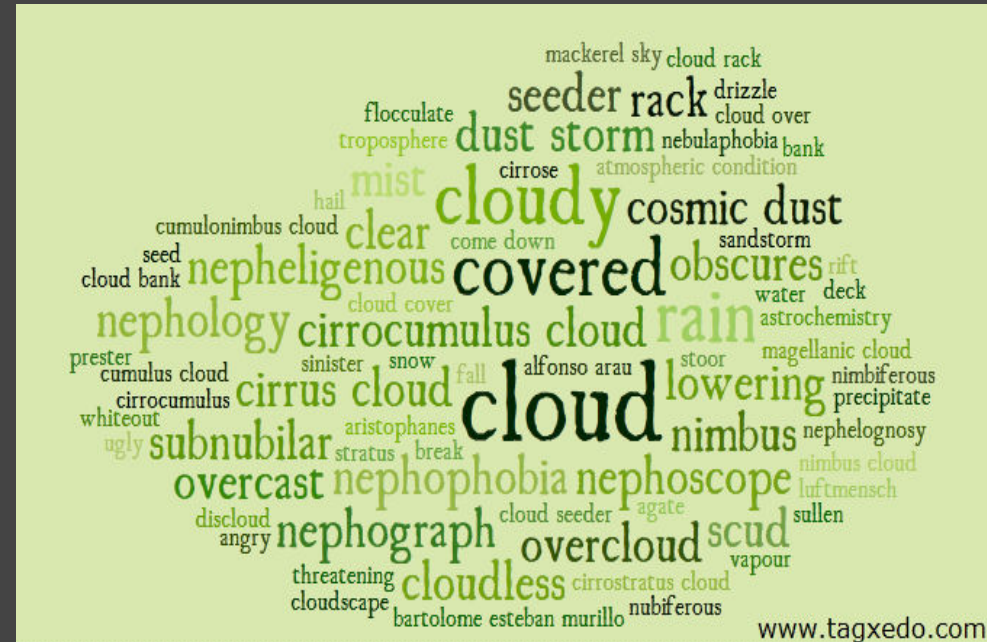
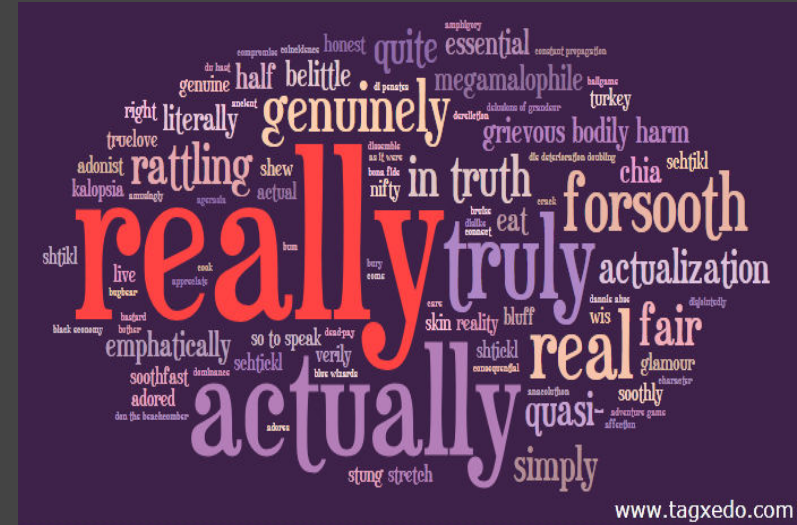






# Expand Your Vocabulary

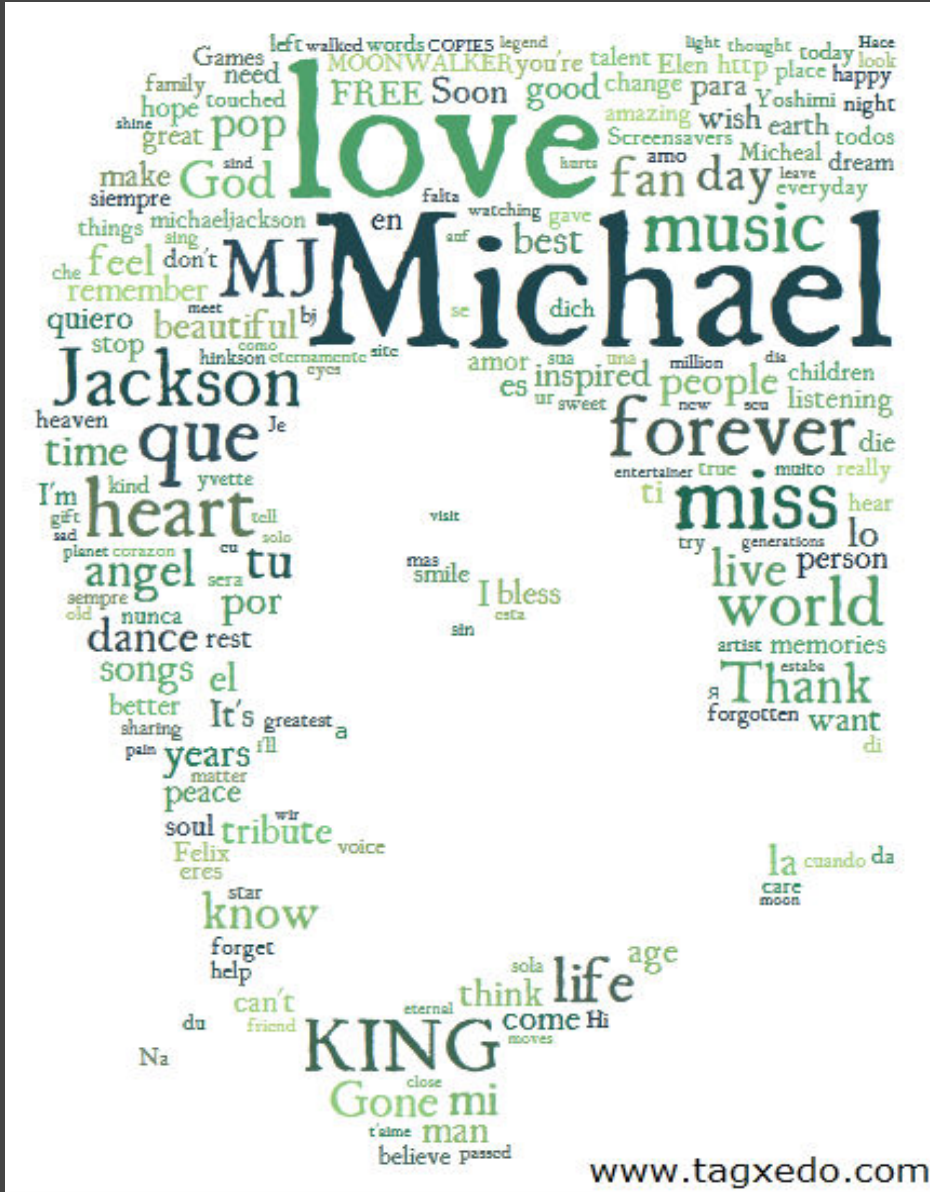
- Take a concept and use reverse dictionary to find related concepts
  - <http://www.onelook.com/reverse-dictionary.shtml>
  - Sorted list of related phrases
  - Normalize frequency
  - Custom color to reveal the original word
- Find words outside your language comfort zone
- Learn related concepts
- Expand and improve your vocabulary





# Pay Tribute

- Pay tribute with words and images

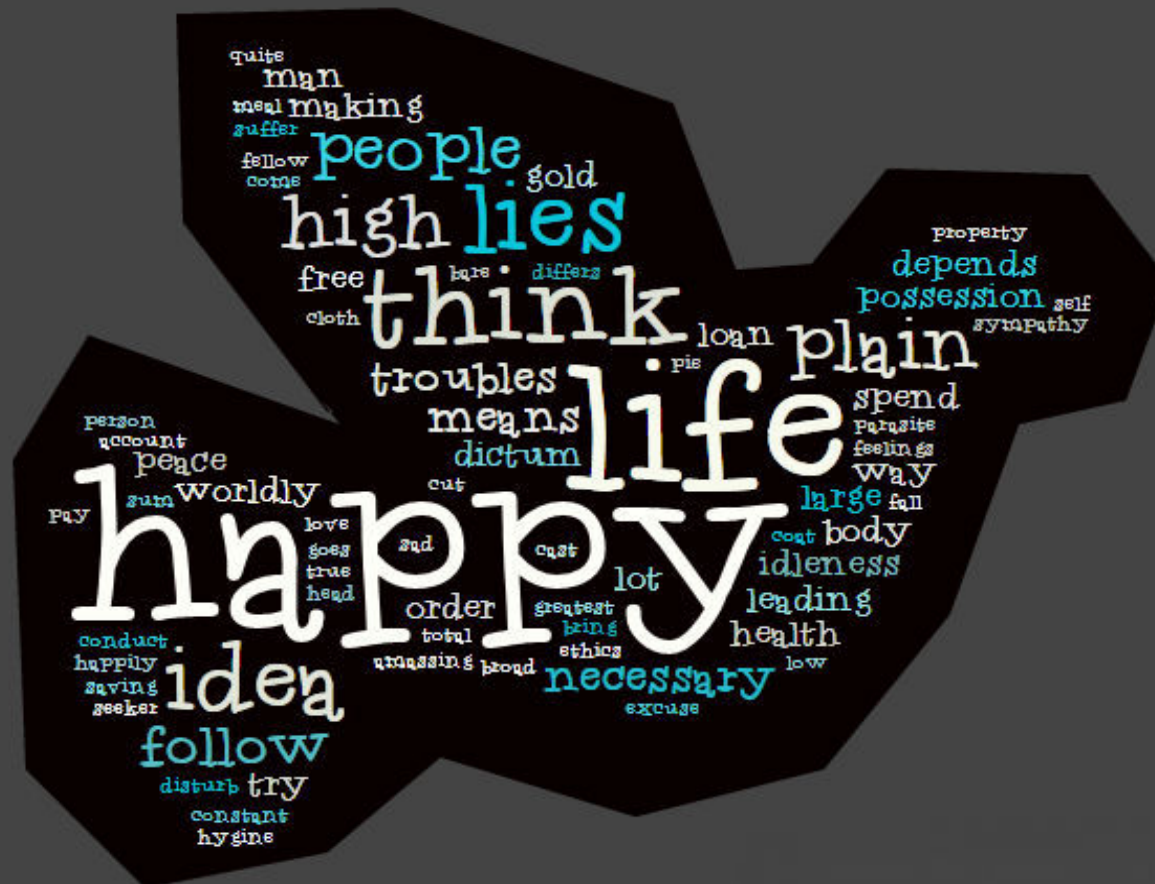


# Fans' tribute to Michael Jackson

# Turn Your Own Handwriting into

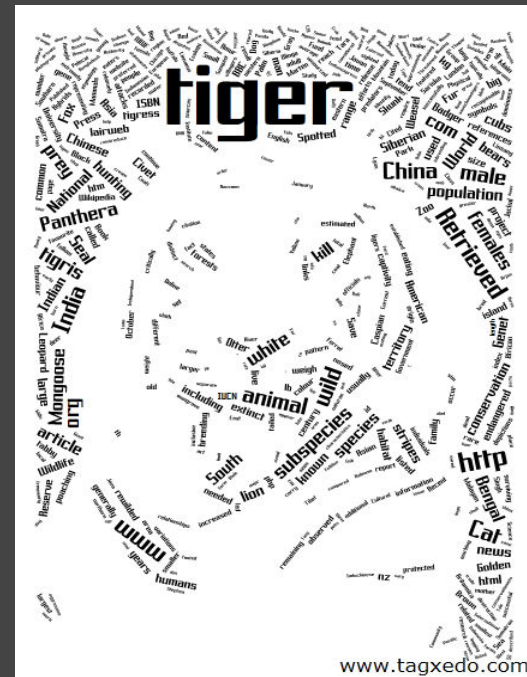
## Artworks

- Create your own handwriting font
- Add the custom font to Tagxedo
  - Easy to tell if a font is good or bad in Tagxedo
- Use it to create artwork for use in scrapbook, poster, tag
  - e.g. your writing + shape + font + cutout = scrapbook art



# Decorate With Tagxedo

- Make posters or picture frames of your most impressive Tagxedo artworks for decoration
  - Home, kids' rooms, or classroom, lobby, hallway
  - Also works great for conference rooms with themed names (e.g. named after countries, animals, pop singers)
  - Attractive and elegant



# Advertise a Product

- Make an ad using Tagxedo
  - Eye catching, refreshing
- Example of a Fish Oil Supplement Ad
  - Touting benefits of fish oil
  - Use words describing the benefits, and shape of a fish
  - Normalized frequencies
  - Many customization possibilities





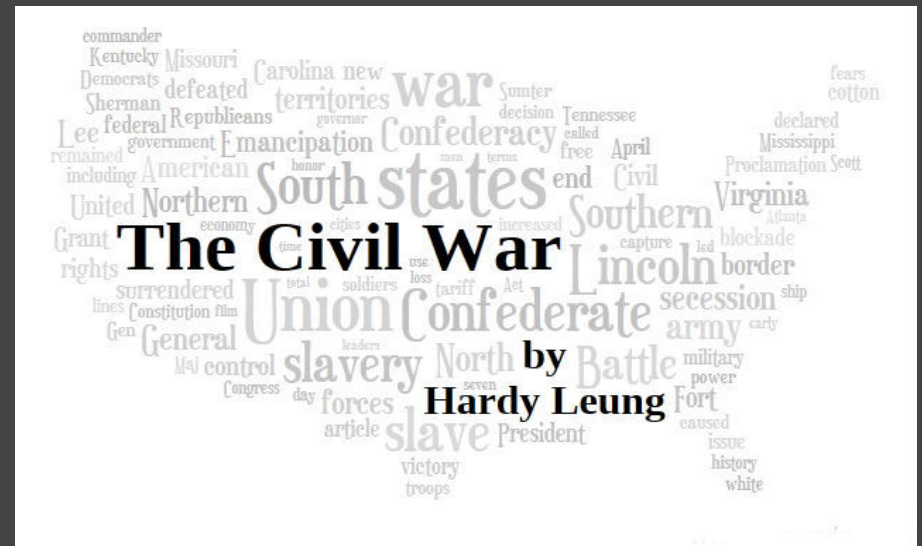
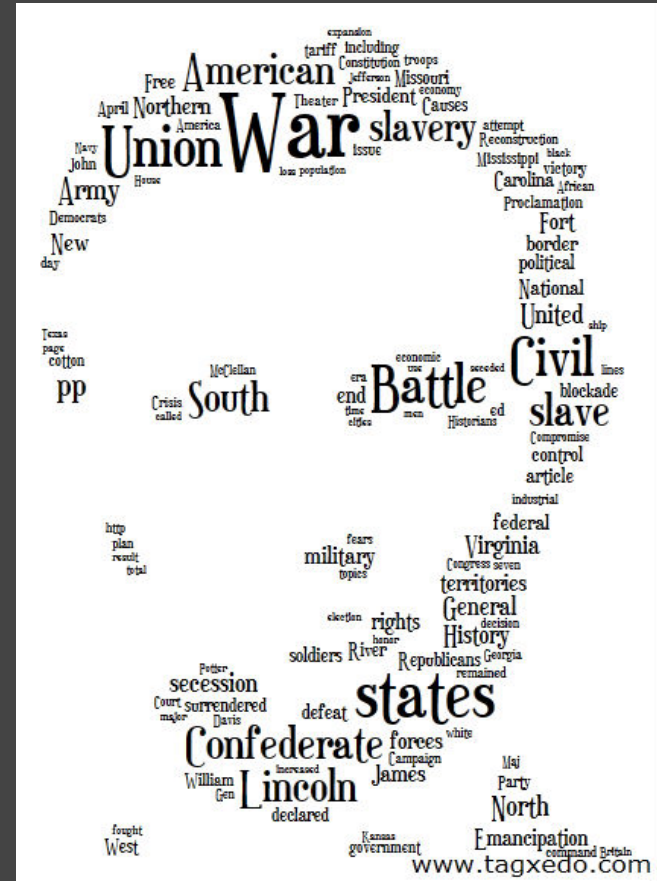
# Break the Ice

- At the beginning of the school year, ask each student to make a Tagxedo about himself/herself
  - Show a sample (e.g. one about you, or previous class)
  - What you like, what's unique about you
  - **Normalize Frequency make the exercise much easier (just give an ordered list of words or phrases)**
  - classic cloud: >40 words/phrases shape: >100
- Each student gets a few minutes to talk about themselves
  - Easiest - each makes a list, teacher makes Tagxedoes
  - Hardest - each makes own Tagxedo (with shape)



# Make a Cover

- Make a book, essay, or notebook cover
- Easy
  - Choose a shape that best represents the project
  - Use text from the project
- Advanced
  - Embed the title of the book/essay/project into the Tagxedo and show it in a different color/font/size



# Decorate Marketing Pamphlets/Datasheets

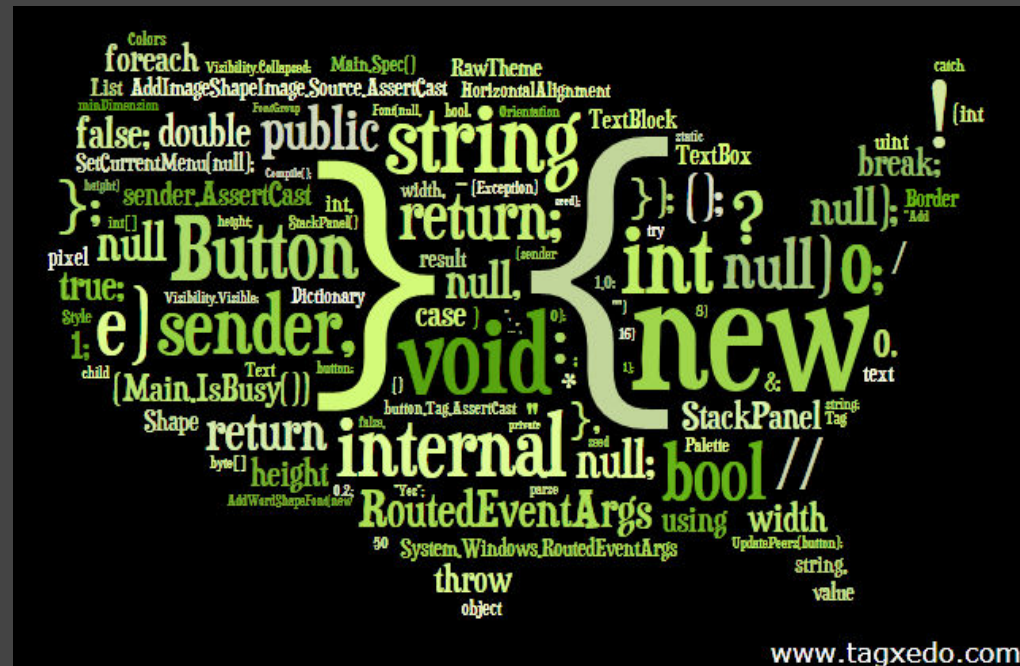
- Complement your product datasheets or marketing materials with a Tagxedo
  - Summarize the products or message
  - Birds-eye view, captivating
  - Customers get a gist in one glance





# Make an Art Out of Any Text

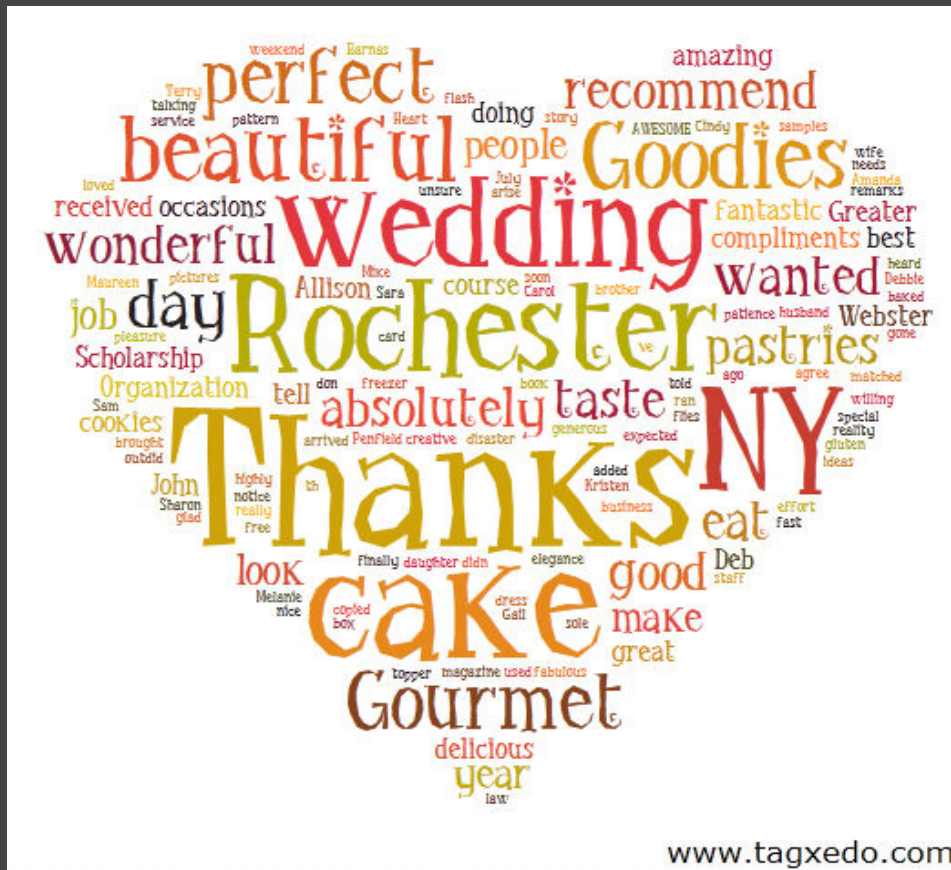
- Literally any text can be turned into something interesting
  - source code
  - movie script
- Even non-text (actually quite interesting!)
  - Pdf, Dll, Doc
- Example shown
  - Source code of Tagxedo visualized in Tagxedo
  - Top: Words only
  - Bottom: numbers and punctuations





# Show Your Customer Testimony

- Show how much your customers love you with a Tagxedo
  - The example was based on actual testimony from 11 customers (text used as-is) of a wedding cake shop
  - Heart shape, logo, custom cloud all work well
  - Hand fonts or light-hearted fonts



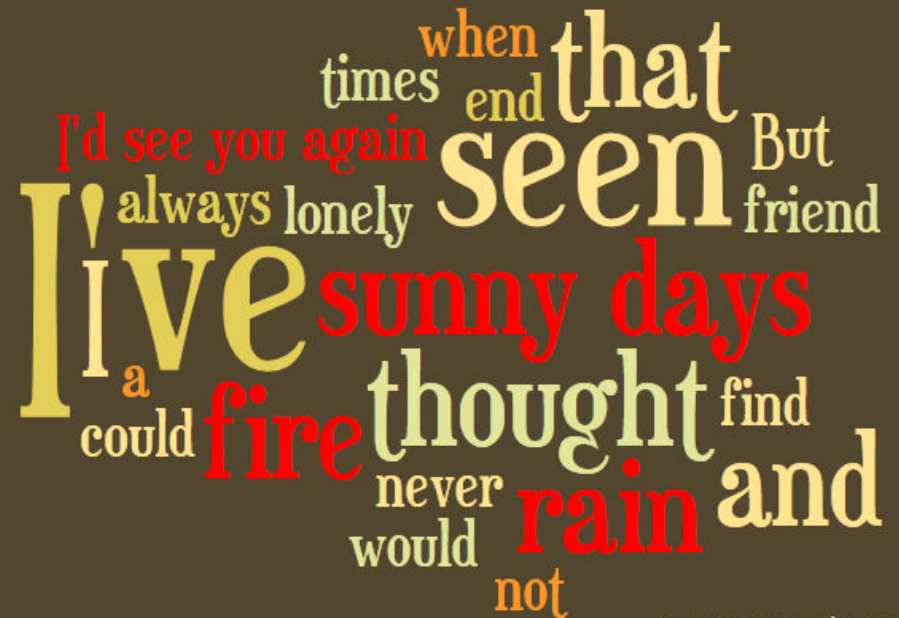
# Make a Beautiful Sentence

- Even a **single** sentence can make a beautiful Tagxedo
- Tips
  - Classic cloud (since few words in a sentence)
  - Normalize frequency
  - Pay attention to punctuation (e.g. I've)
  - Selective highlighting of choice words
- Quotable quotes, excerpts of lyrics, and memes of the day



A Tagxedo word cloud on a purple background. The words are arranged to form the shape of a cloud. The words are: "I", "love", "you", "from", "the", "bottom", "of", "my", "pencil", "case". The word "I" is the largest and is white. "love" is also large and white. "you" is white. "from", "the", "bottom", "of", "my", "pencil", and "case" are smaller and white. The word "pencil" is highlighted in red.

[www.tagxedo.com](http://www.tagxedo.com)

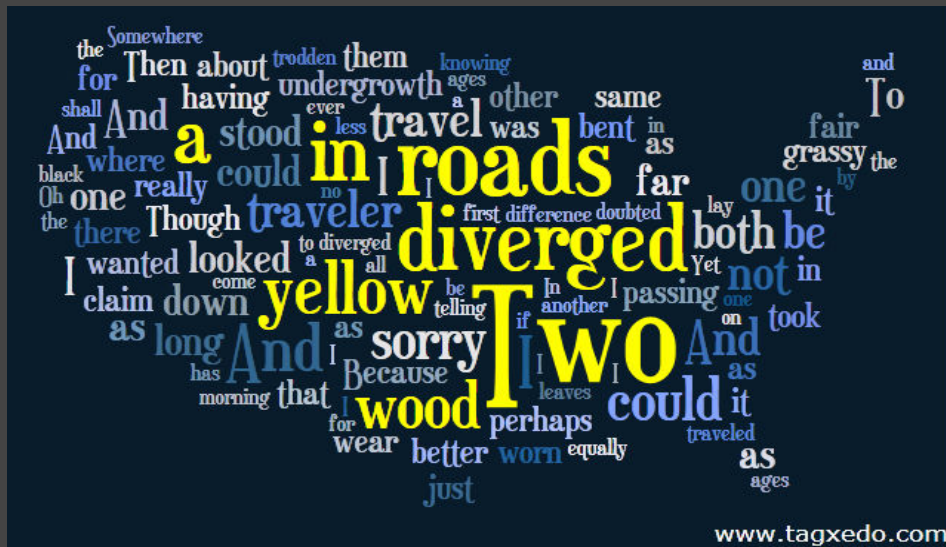


A Tagxedo word cloud on a brown background. The words are arranged to form the shape of a cloud. The words are: "I", "ve", "seen", "you", "again", "sunny", "days", "fire", "thought", "rain", "and", "times", "when", "end", "that", "But", "friend", "always", "lonely", "a", "could", "never", "would", "not", "find". The word "I" is the largest and is white. "ve" is also large and white. "seen" is large and white. "you", "again", "sunny", "days", "fire", "thought", "rain", and "and" are white. "times", "when", "end", "that", "But", "friend", "always", "lonely", "a", "could", "never", "would", "not", and "find" are smaller and white. The word "fire" is highlighted in red.

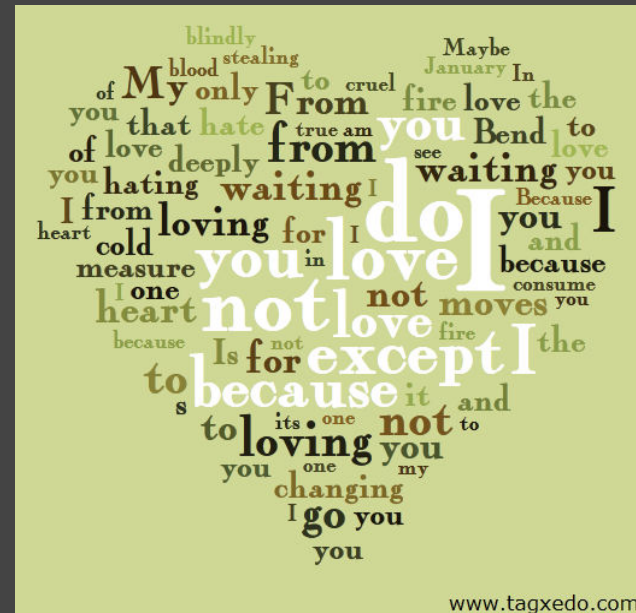
[www.tagxedo.com](http://www.tagxedo.com)

# Make a Poem Tagxedo

- Take your favorite poem and make an inspiring Tagxedo
- Copy the entire text of the poem
- Do not combine related or identical words, and do not remove common words
  - So that the entire text appears as is
- Normalize frequency
- Color the first line of text differently



The Road Not Taken

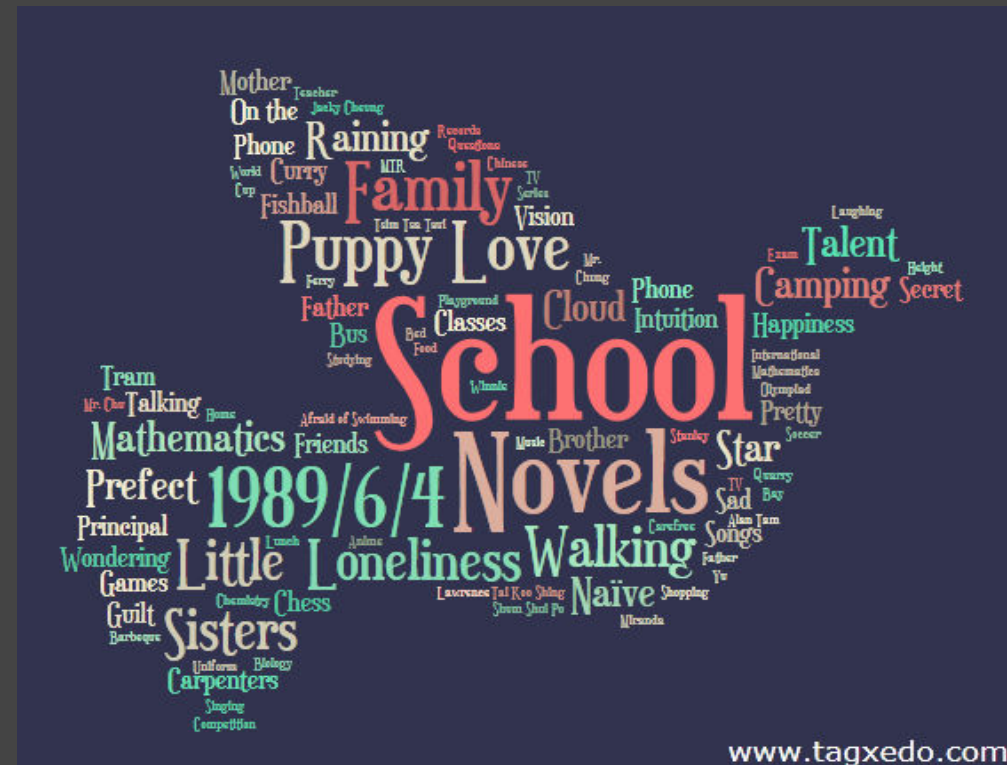


I Do Not Love You Except ...



# Savor Your Memory

- Make a Tagxedo out of your memory of the good o' days
    - Memorial things that you did
    - Favorite places to be with friends
    - People you loved and people who changed you
  - For younger folks
    - Capture the best days with your friends
    - Share the memory
    - Say how you feel
    - Wonderful gift to friends
- 



# Discover Your Personality

- Make a list of 100 values or personality traits
- Each person give a score for each value (0-100)
  - Love:100 Coolness:50 Control:20 Flexibility:70
- Feed the data to Tagxedo
  - Use the "Deja Vu" option, show maximum 50 words
- Normalize Frequency - forcing a ranking
- Make Tagxedoes and compare
  - Find similarity, differences among people
  - Games for bridal shower, couple dates, self introspection, ice breaker



# Start a Class Topic

- Start a class topic with Tagxedo
  - Civil right, cold war, jazz, world cup, Lady Gaga ...
  - Use Wikipedia (<http://en.wikipedia.org/wiki/<topic>>)
  - Use preset font/theme/orientation and options
  - Can be interactive (e.g. class is interested in Malcolm X, so let's make one right then and there)
  - Talk the Tagxedo, and write down keywords for more detailed discussion





# Improve Students' Writing Skill

- Adapted from a Wordle suggestion made by Russeltarr
- Turn a student's history essay into a Tagxedo
- Use "Customize Words" to take out common English words
- See if the class can figure out (a) the topic, and (b) the title
- If they fail to do so, it means the essay lacks sufficient focus on the question
- Use "Normalize Frequency" if distribution is out of whack



# Convert any "Top 100" to a Cloud View

- Rank the list from top to bottom + Normalize Frequency
- 50-100 seems to work well, 25-50 may also work
  - Classic cloud is more appropriate for smaller number
  - Change tightness and/or "Spread" to adjust dramatization




Rolling Stone Top  
100 Vocalists



100 Top Movies of All Time



# Visualize Most Any Textual Data

- Most any textual data, formal or informal, can be visualized in Tagxedo, often offering interesting perspectives
    - List of common misspelled words
    - Overused marketing terms
    - Lotto statistics
  - Tips
    - Normalize frequency when appropriate
    - Using all fonts conveys diversity
- 



# Lotto winning likelihood



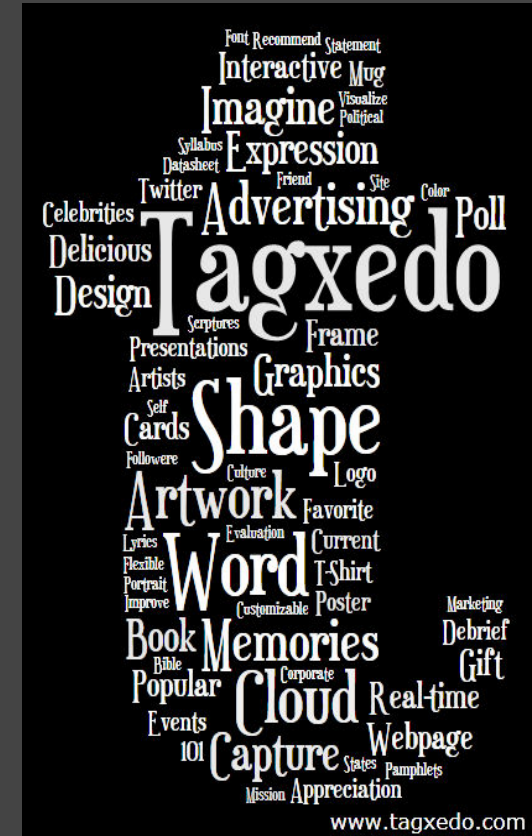
overused in marketing

often misspelled



# Tell People What Your Company Does

- List keywords describing your company and use "Normalize Frequency"
- Use your company logo or initials
  - Single letter often looks very good
- Some "fat" fonts work very well with initials
  - e.g. Fette Egyptienne
- Signs, posters, store front displays, etc.

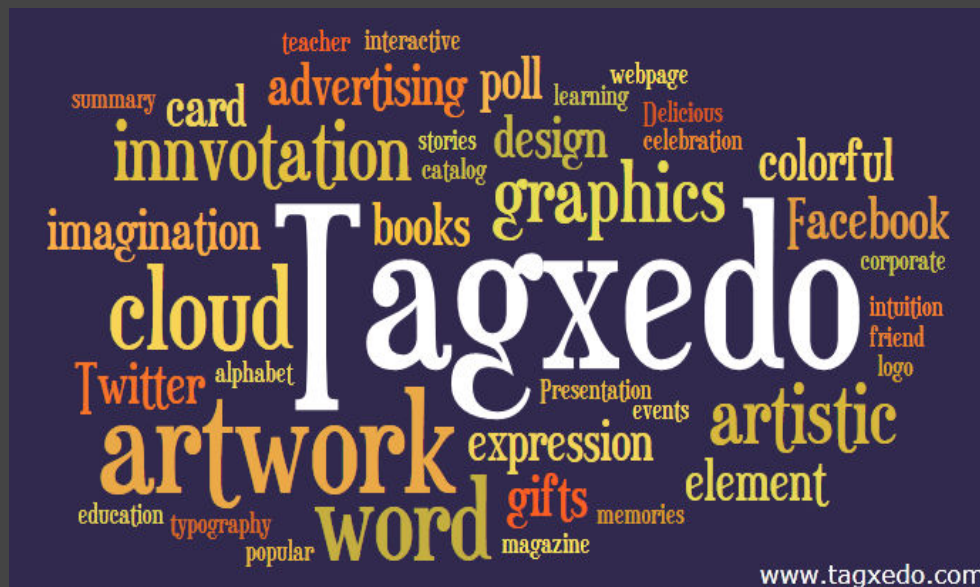


## Tagxedo ("t")

A Denver printing  
company ("d")

# Make a Business Card Design

- Add a Tagxedo to the back of the business card
  - No need to repeat what's in the front (email, phone #), but use it as **an extended introduction**
  - Remind people what you do, or what you offer
  - Normalize frequency
  - Use a different font/color for your name
  - Use custom shape (hard to get it right) or classic cloud



# Contrast Candidates in a Political Debate

- Tagxedo provides a first-order analysis
  - Debates, speeches, slogans, promises, etc.
- The following example compares the words of Julia Gillard (incumbent) and Tony Abbott in the Australian election debate (July 25, 2010)
  - Normalized Frequencies
    - show *relative*, not absolute, importance of words
  - Gillard said "I believe" and "Australian people" a lot
  - Abbott frequently laid blame at the "Government"





# Summarize a Field Trip Report

- Make a Tagxedo out of your field trip report
  - Use related shapes
- Example
  - A bird watching field trip
  - Each student writes his/her own report
  - Each group (of 5 students) write a more comprehensive report, complete with pictures and research
  - A Tagxedo is made of the words in the report and shape of a bird (actual picture)



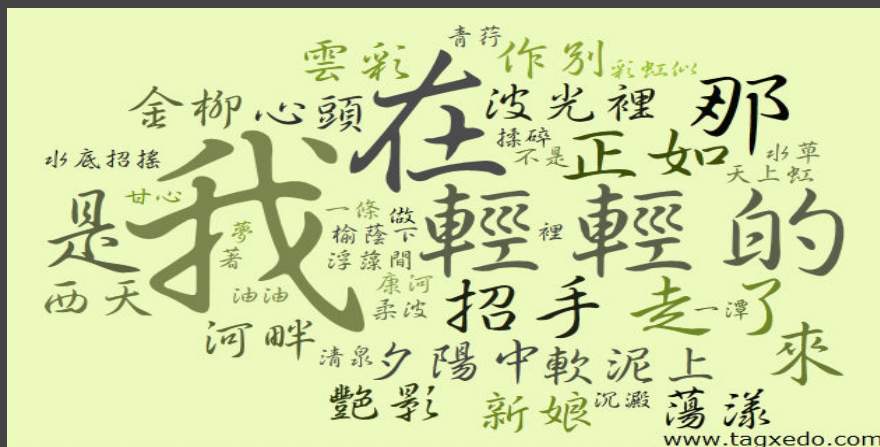
# Summarize Chapters of a Book

- Summarize chapters of a book
  - Use text from the chapter
  - Highlight selected words to summarize the chapter or lead to the next
  - Use related shape
    - Example: Tom Sawyer, steamboat (silhouettes)



# Appreciate Other Languages

- Make Tagxedo with non-Latin languages
  - Chinese, Japanese, Korean, Hebrew, Russian, ...
  - Classic poems, literatures, etc
  - Also try Google Translate
    - e.g. translate "The Road Not Taken" to Chinese
  - Consider the "NonLatin Heuristics" option. On? Off?
  - Use custom fonts (e.g. free Chinese font [here](#))
  - Excellent learning opportunity
    - Introduce other cultures / appreciate diversity of writing languages / great for group project





# Make a Language Art

- Make multiple Tagxedoes of a famous literature
  - Original + multiple translations
  - Either turn off common word removal, or manually remove them in the translations as well
- Use Google Translate as a backup solution
- Compare and contrast the words
- Make a nice artwork display
- Crazy idea:
  - English to Chinese to English!

# Adventures of Huckleberry Finn in English, Spanish, and Chinese



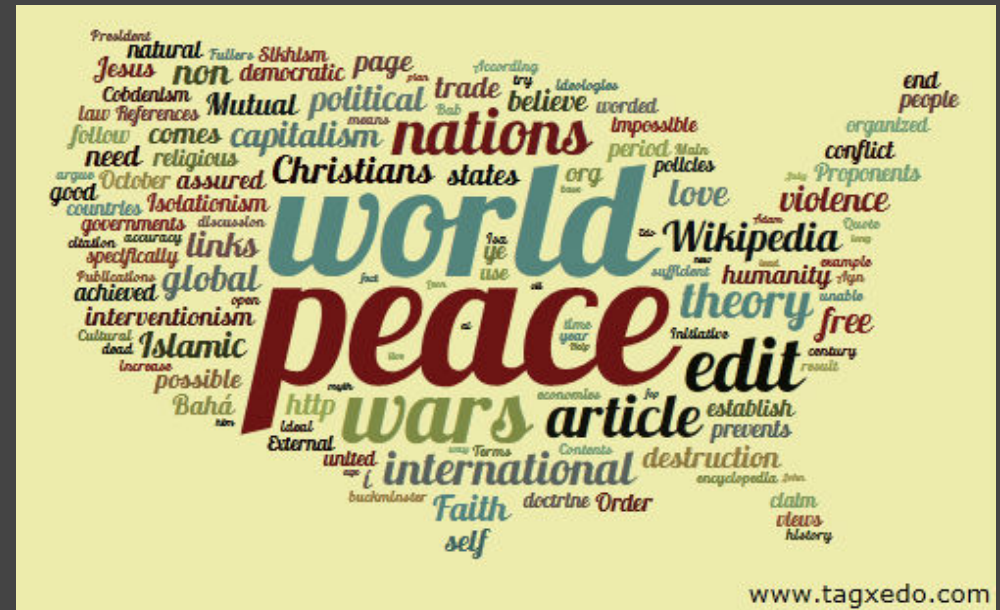
# Turn Your Name into an Artwork

- Repeat your name 200 times
- Set "Combine Identical Words" to "No"
- Set "Normalize Frequency" to "Yes"
  - Tagxedo will size the words according to Zipf's Law
- Set "Font Preference" to "All"
- Idea
  - Room signs, stickers, portfolio inserts
  - Just don't brag about it, okay?



# Use Tagxedo as a Font Evaluator

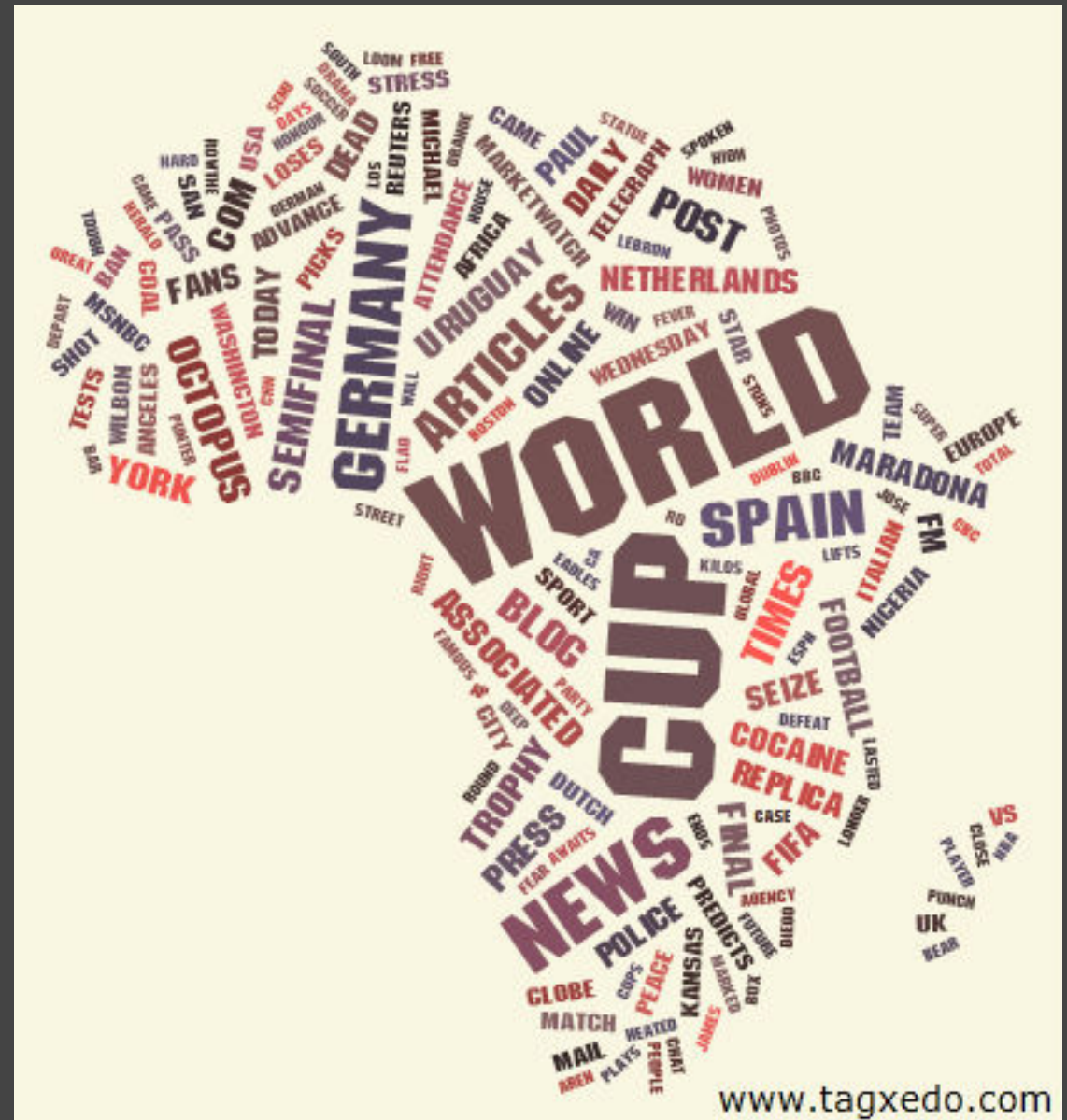
- Save Font File (TTF, OTF, .ZIP) from Font Websites (e.g. DaFont, FontSquirrel)
- Use the "Add Font" feature to load the font
- Excellent way to evaluate and compare fonts





# Make a Clickable Tag Cloud for Your Site

- Silverlight-based
  - Animated Words
  - Clickable
  - Require SL
- Image-map-based
  - No animation
  - Clickable
  - No Flash/SL/JS required
- See Blog for details



# Name a Baby

- Collect a list of candidate names, assign them with different weights (say between 5 and 100).
- Create a Tagxedo using the classic cloud
- See how your favorite names stand out in the presence of others
- Adjust weights, and repeat (lock theme, font, and orientation)



## Documents

- 
- A word cloud visualization of the text from the 'Safety' section. The words are arranged in a dense, overlapping manner, with 'Safety' being the largest and most central word. Other prominent words include 'hazardous', 'equipment', 'respirator', 'employees', 'protection', 'work', 'materials', 'containers', 'inspection', 'inches', 'design', 'person', 'procedures', 'program', 'cylinders', 'fit', 'person', 'design', 'person', 'procedures', 'program', 'cylinders', 'fit'. The colors are primarily shades of green, yellow, and brown.



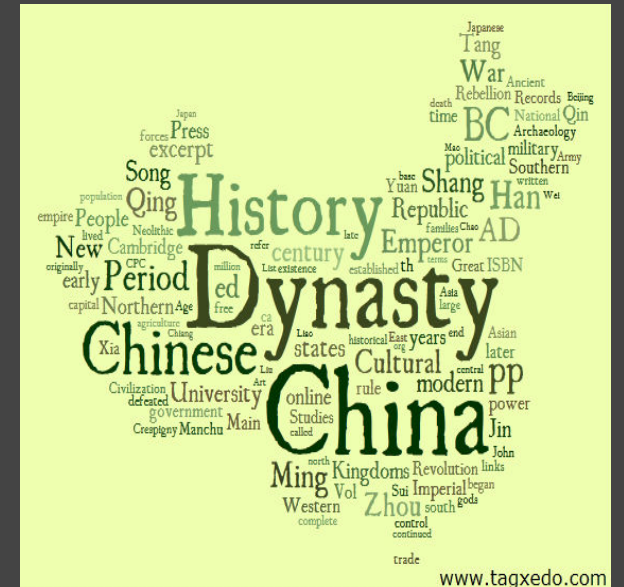
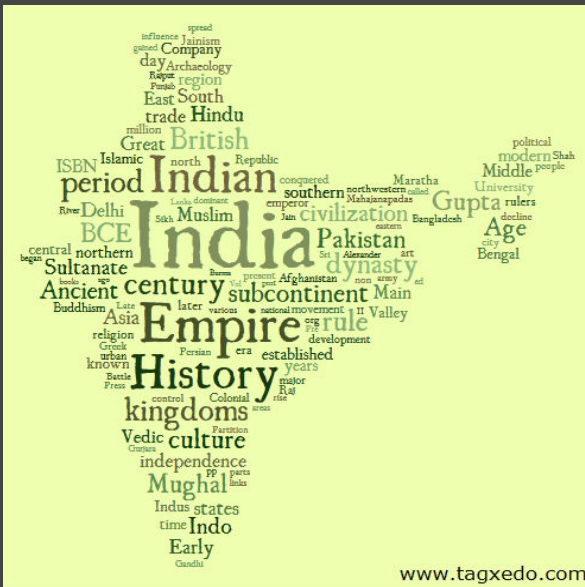
# Pick a Theme

- Use Tagxedo to pick a theme (palette)
  - *Wedding invitation, marketing event, personalized palette, stationery, corporate theme, etc.*
  - Better visualization than the raw colors side by side
  - Tips
    - use history mode for comparison
    - Set "Theme Preference" (any, bright, dark)
    - Add your own theme to Tagxedo to visualize



# World • Fun w

- Fun way to learn geography, history, and culture of different countries
- Great for projects
  - One country per student/group
  - Research, Prioritize words, Make Tagxedo, Give presentation
  - Turn the Tagxedoes into beautiful posters



## ● Present the (o

- # Starbucks (Class Cloud)

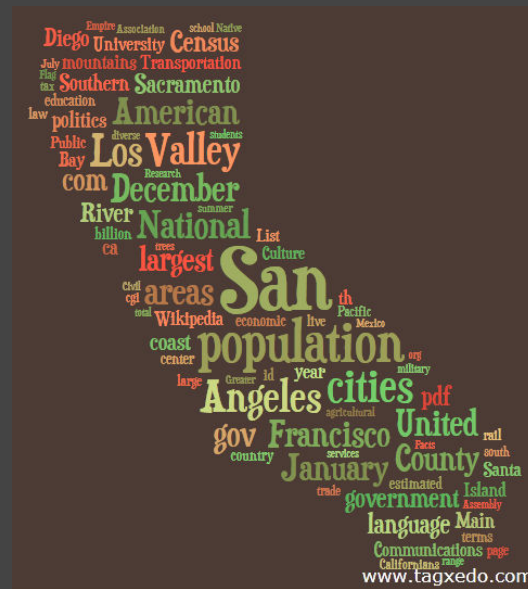


# Google's Philosophy (the "g" Cloud)



# Teach Students about the States

- Similarly, students can learn about the States by researching and making Tagxedo with shapes of the States
- Bonus idea
  - Take out the names of the states and ask students to guess the States
  - Use bigger words for the state flowers, Capitols, and animals, and big cities



# Capture Fond Memories

- Turn your fond memories into a Tagxedo
  - Childhood fun
  - Summer vacation
  - Visiting love ones
- Write an essay, or write down words or short sentences
  - *Tip: Adjust frequency to highlight favorite activities*
- Perfect gift to grannies after visiting them



# Make a Unique Gift

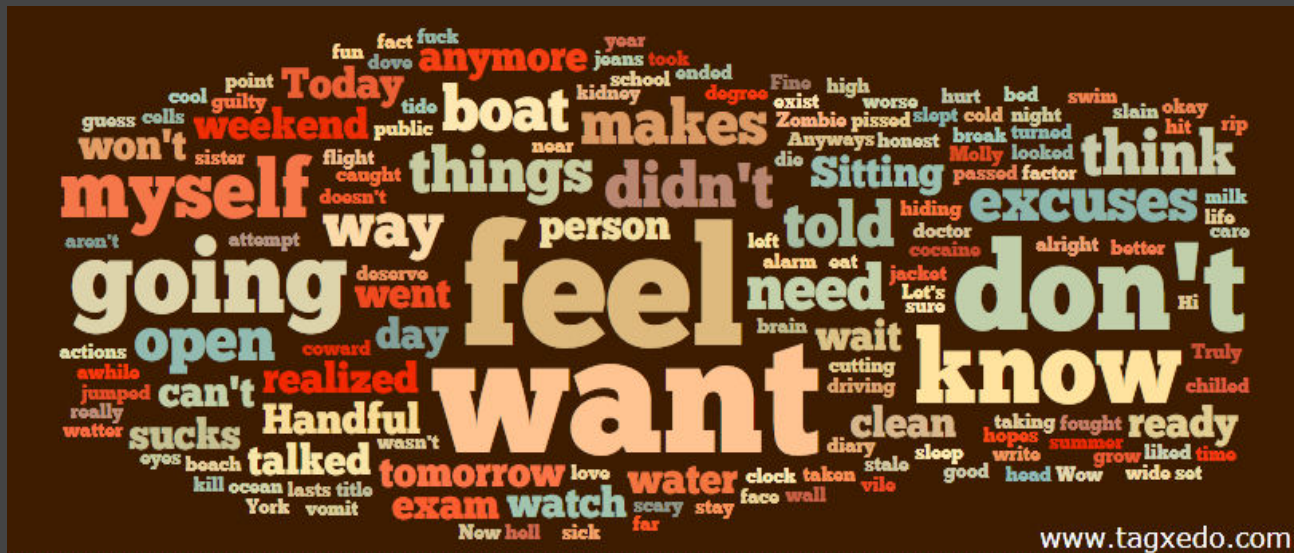
- Easy to turn your unique Tagxedo artworks into a T-shirt, hoodie, etc.
  - Try the "Make a T-shirt (beta) feature
- Merchants: expand your product line with Tagxedo customization
  - rich customization options available
  - email [licensing@tagxedo.com](mailto:licensing@tagxedo.com)





# Improve Your Writing

- Turn your own writing into a Tagxedo (blog, diary, essay)
  - Make ' (single quote) a punctuation exception
    - so that you can see words like don't, should've, I've
  - Take out frequent words not related to style of writing
  - Make a Tagxedo that is comfortable to read
    - classic cloud, horizontal, ChunkFive, bright theme
  - Are certain words used too often?
    - *want, feel, don't, going, things, ...*
  - Repeat this with some good writing, and compare



# Make a One-of-a-Kind Birthday Card

- Example (it's really easy!)
  - Just repeated "Happy Birthday to You" and the name
  - More mastery of the options = More creative you can be
- Many possibilities to make highly customized one-of-a-kind birthday cards



# Make Your Own Mother's Day Card

- Find words to describe your mother
  - Her personalities, music she enjoys, places she loves
  - Normalize frequency





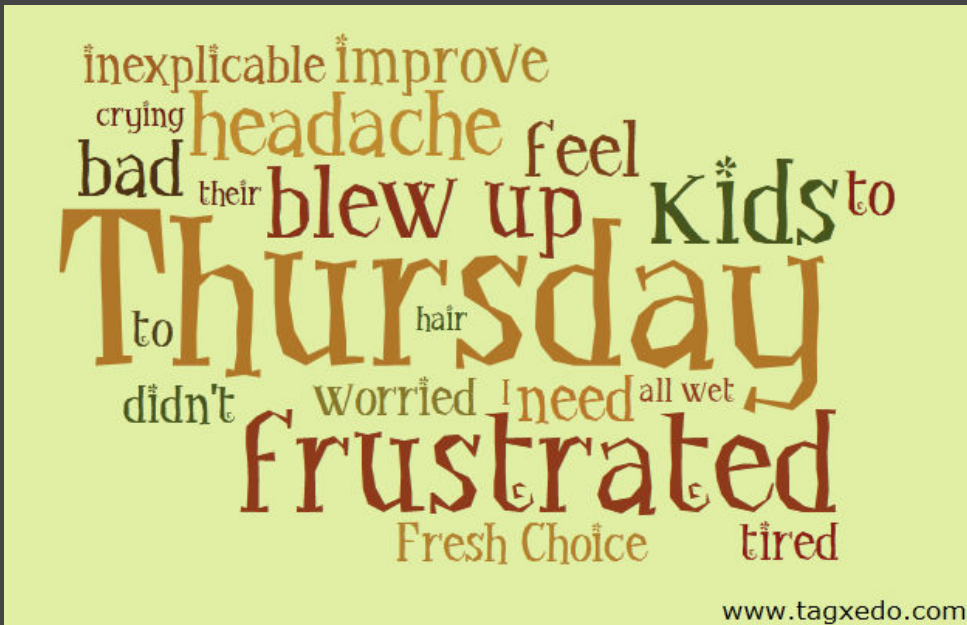
# Bid Farewell to a Friend with a Tagxedo

- Make a farewell card for a departing good friend
  - Add his/her name, and names of his/her close friends
  - Choose words to express love, farewell, and goodbye (the following example Tagxedo is made of a collection of farewell poems)
  - Important: proof read the words!
  - Sign your names



# Enrich Your Diary

- Three ways to enrich your diary
  - Decorate your diary with Tagxedo every month
  - Write a Tagxedo entry - just enter words in order of importance (+ normalize frequency)
    - When you have tons of emotion but just can't write
  - Write down the lyrics of a song that reflects your mood
    - Normalize frequency, custom theme, custom color



# "Sometimes" by Carpenters

# Make an Activity Poster

- Great for camps, zoos, parks, festivals, church activities
- Just enter the words that best describe the offering
  - Easiest: score each activity, then normalize frequency
    - e.g. dancing:59 basketball:70 lunch:20
  - Make multiple posters with the same theme/font, but different weights to highlight different activities (or different days in the camp)



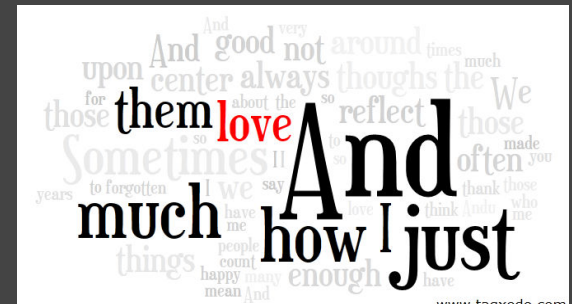
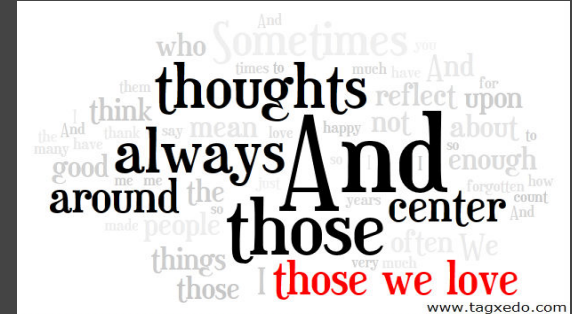


# Add Captions to a Music Video

- Tagxedo allows many creative ways to do that
- Example (Sometimes by Carpenters)
  - Enter the whole lyrics into Tagxedo
  - Normalize frequency, Don't combine related or identical words and don't remove common words
  - Highlight current sentence by doubling its frequency
  - Highlight important words with a different color



*Try listening to the song  
while reading this!*



# Make a Tagxedo Guessing Game

- Turn famous writings into a Tagxedo guessing game
- More challenging: Hide the top 3 words



# Make a Guess-the-Quote Game

- This is a brand-new game but very easy to make
- Use all words from a quote, and some not from it
  - Similar and related words are great
  - Normalize frequency, also careful with options
- Goal is to guess the quote (*a la* Wheel-of-Fortune)
  - Use "Deja Vu" option to reveal the answer
- Variation: Give hints ("buy a word"), make it more difficult with more words, always reveal the first word





# Make a Resume/Recommendation Cloud

- Two uses
  - Summarize your resume
  - Highlight recommendations made by others about you
- Pick and choose significant words
  - Use "Normalize Frequency" for a smooth distribution
- Uniquely about you
  - Can make you stand out *if* complemented with a solid offering and a good dose of modesty



Resume (demo)

# Make a Simple Party Poster

- Just a few details
  - Occasion, place, address, phone, contact, RSVP
  - Normalize frequency
  - Custom color



# Condense a Court Document

- Condense any court ruling into a visually appealing form
- Lead-in for class discussion
- Example
  - Full text of Judge Vaughn Walker's 163-page ruling on the gay marriage ban (Proposition 8)





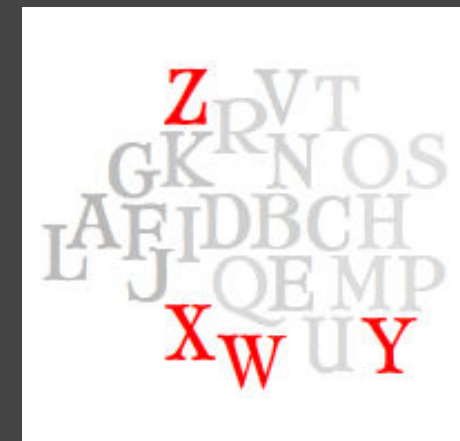
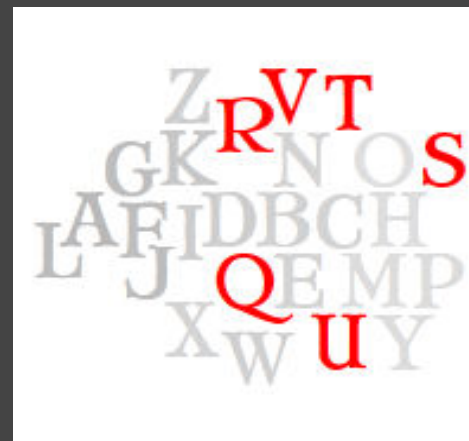
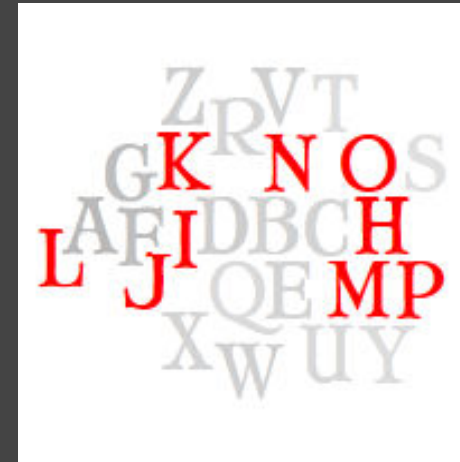
# Visited Or a

- # Visited Or a



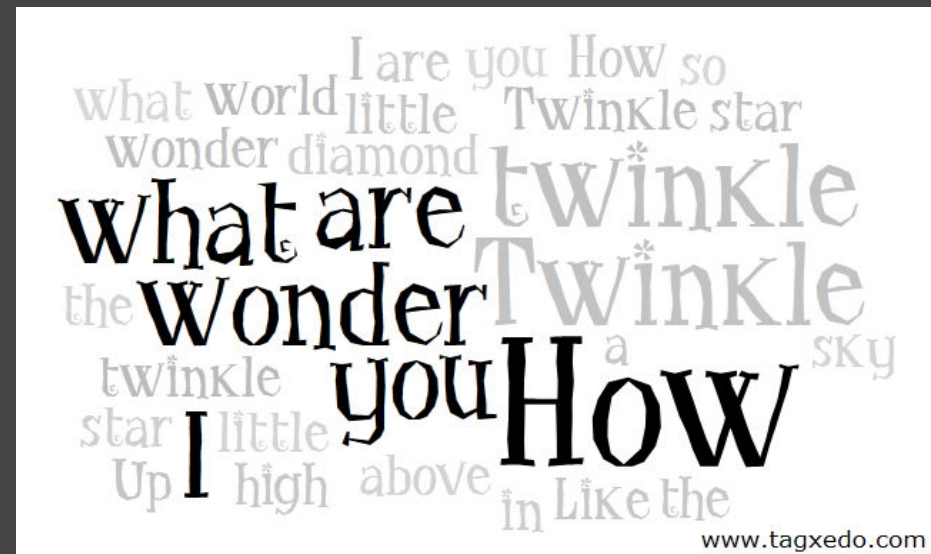
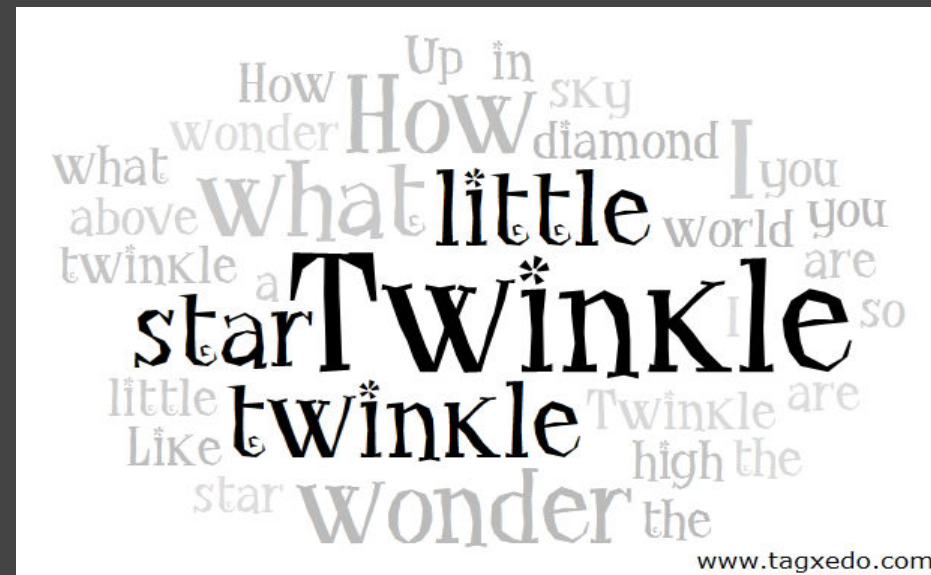
# Teach ABC

- Make a pictorial introduction to ABC
  - Eye catching pictures
  - Use "Deja Vu" to make same layout but different colors
  - Many variants, adaptable to different age group
    - Hunt for letter T
    - Recognize the words
    - What's that color
  - Customize to child's need
    - use real names
    - favorite colors



# Stimulate Early-Childhood Learning

- Turn a familiar song into a Tagxedo
- Ask child to recognize words (and provide ample hints)
- He/she will soon get it and eager to guess the words
- Ask him/her to sing it out loud while pointing at the words
- Build confidence and interest in words
- Fun game to play
- Ask child to name his favorite songs to play the game with





# Make a Fun Personality Test, With

## Friends

- Part I: Rank a list of top 20 core values
  - *family, friendship, accomplishment, wealth, health, etc*
  - tips: give each value a score (0-100), and then sort
  - Make a Tagxedo with normalized frequency
- Part II: Variations for two people
  - Compute the difference between the ranking of values
  - Frequency = Absolute delta, Red if +ve, Blue if -ve
  - Highlight difference between the two
    - Bigger words = larger difference, Color indicates whether you care more or less
    - Maybe I'll make a simple app to make this easy?



# Show Your True Color

- Make a Tagxedo with 100 words best describing you or your friend
  - Adjust frequencies to highlight personality
  - **Bonus: color effect**
- Make a T-shirt, a mug, or a poster
  - Truly one of a kind
  - Great birthday gift



# Learn More about Yourself

- Each student writes 5 adjectives about each of his/her classmates
- All adjectives are collected and each student choose and rank 40 adjectives that best describes himself/herself
- Make a Tagxedo of adjectives others choose to describe you
- Make a Tagxedo of adjectives you choose to describe yourself
- Compare the two
  - Best to use "Deja Vu" option (same word = same color)
  - Use "Normalize Frequency" (to show ranking)





# Capture the Collective Wisdom

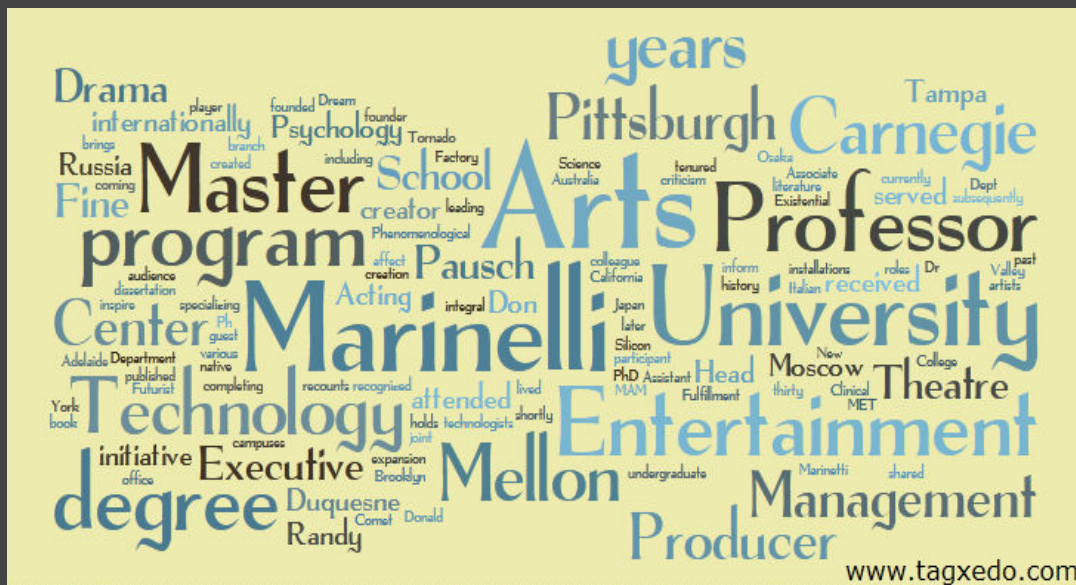
- Ask a question and solicit short replies from people (exactly 6 words, at most 140 characters, etc)
  - How to be happy?
  - How to improve our schools?
  - How to fix the economy?
- Build a Tagxedo with the response
  - Capture the collective wisdom



# Happiness is ...

# Make a Speaker's Biography

- Give your keynote speaker a special treat with a Tagxedo biography about them
- Example
  - Don Marinelli, Professor of Drama and Art Mgmt at CMU
  - Keynote, SIGGRAPH 2010
  - Classic, logo, or portrait

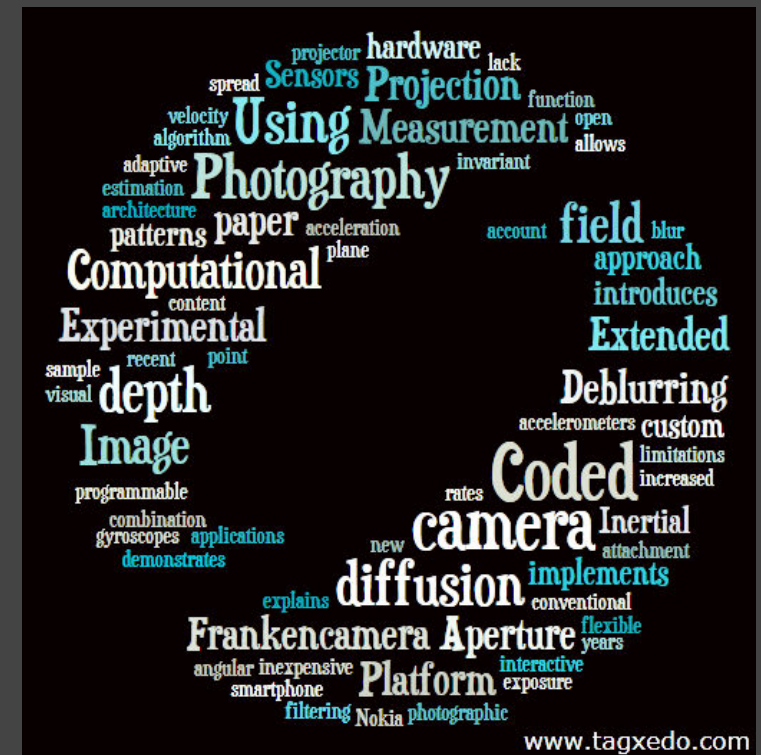
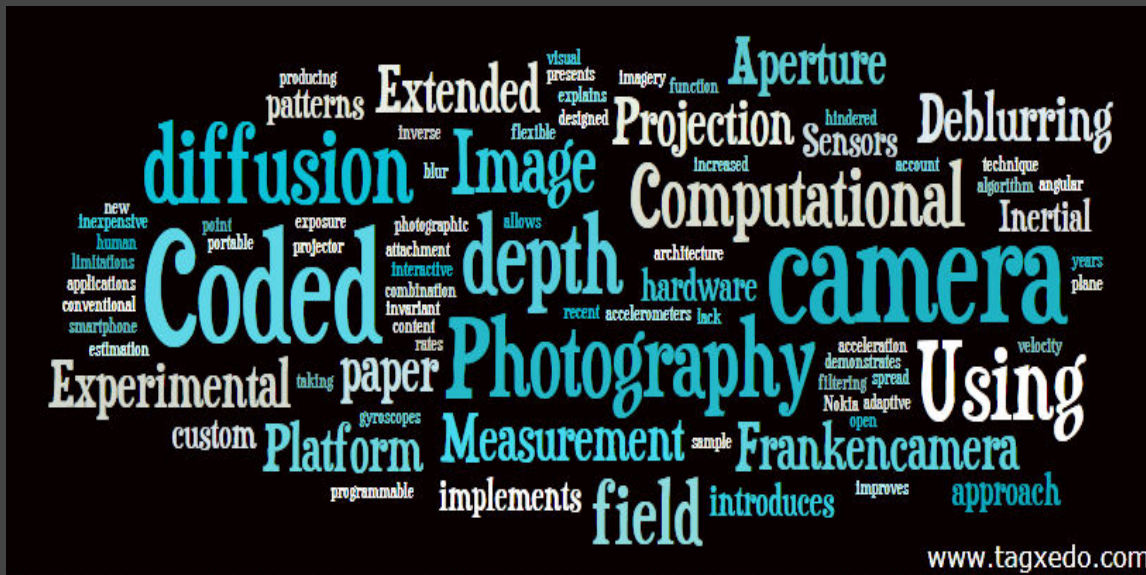


Portrait

Classic  
Cloud

# Create a Conference Session Poster

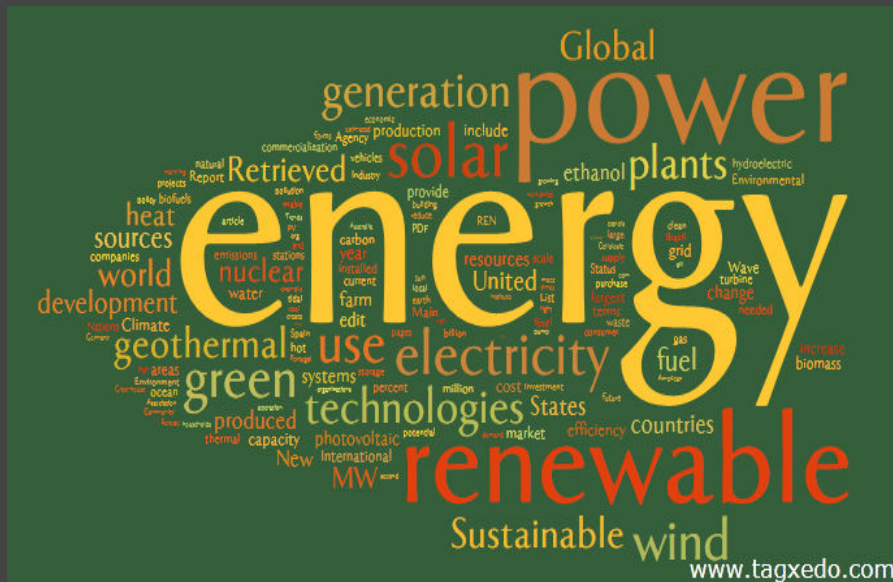
- Make a poster for each session
- At-a-glance summary of the topics





# Brainstorm a Topic

- Use Tagxedo as a brainstorming tool
  - School - class discussion, debate, research
  - Marketing - buzzword analysis, idea generation
- Copy and paste text from multiple sources
  - Wikipedia, news, forums
  - Optionally use "Normalize Frequency" to tone down the top words, or simply skip them



# Original (green energy)



## Top obvious words removed

# Recommend Local Attractions to Visitors

- Welcome your foreign visitors with your own local recommendations
  - Tourist attractions
  - Food, entertainment, best bargain
  - Bonus attractions only locals know
- Order the recommendations, and use the "Normalize Frequency" feature

Can you guess  
where this is?



# Create a Synonym Word Wall

- Look up synonyms of overused words at [thesaurus.com](https://www.thesaurus.com)
  - Beautiful, Exciting, Really, Love, Hate, Think
- Cut and paste all the synonyms to Tagxedo
- Add the original word, make it stand out (font/color/size)
- Add diversity with "Normalize Frequency" and/or "All Fonts"
- Make it a personal or group project (e.g. 2 words per student)
  - Post to wall, make a book
  - Encourage more creative writing





# Present Statistics Visually

- Present statistics visually
  - <word>:<frequency>
  - To show ranking use "Normalize Frequency"
- Examples
  - US cities by population
  - British and Chinese surnames by popularity



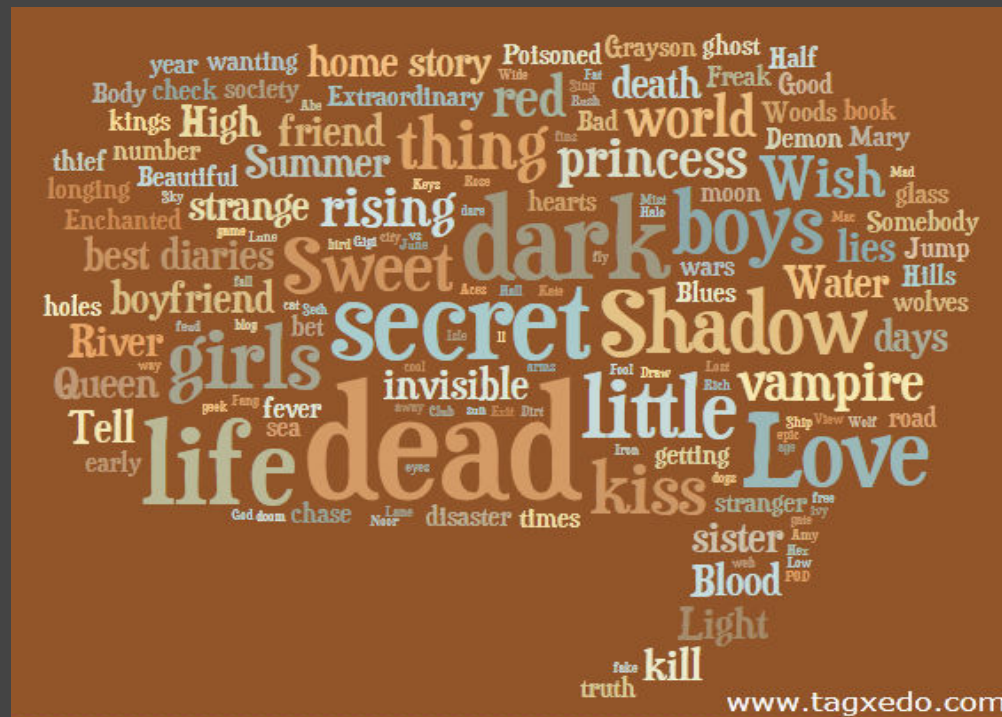
# Make a Poster of Your Favorite Movies

- Make a list of 100+ of your favorite movies
- Use the "Normalize Frequency" option.
- Make a unique Tagxedo



# Find Out Which Words are Popular in ...

- Get a list of words, put it in Tagxedo and see which words are popular
  - book titles, baby names, tweets among friends, ...
- Example adapted from the blog post [Life & Death in YA Lit](#)
  - Author conjectured that "dead" is the word of the year in Young-Adult titles
  - Prove it with a word cloud (341 titles)





# Write a Book

- Make a Tagxedo book on your favorite topics
  - Animals from A-Z
  - Different breeds of dog
  - Transportation
  - Countries and cultures
  - Your school life
- Research about the topics and make a Tagxedo with the text
  - Accompany the Tagxedo with some text
- Group project
- Consider publish it!



# Take a Quick Class Poll

- Interesting visualization of polls
  - What's your favorite color?
  - Top-three locations (out of 20) for class outing?
- Great for real-time poll



# Make a Find-the-Words Game

- Make a Tagxedo, some animal names, some not
  - Instead of mammals, you can also Bible characters, color names, cities, capitals of countries, ...
- Make two versions, one showing the answer and one not
- Ask the children to find all animals
  - Make it a timed game (or untimed for tricky topics)
- Use "Deja Vu" so both have the same word placement
- Use custom theme and color to reveal the answers
- Many variations
  - e.g. find 3 carnivores that live in Africa





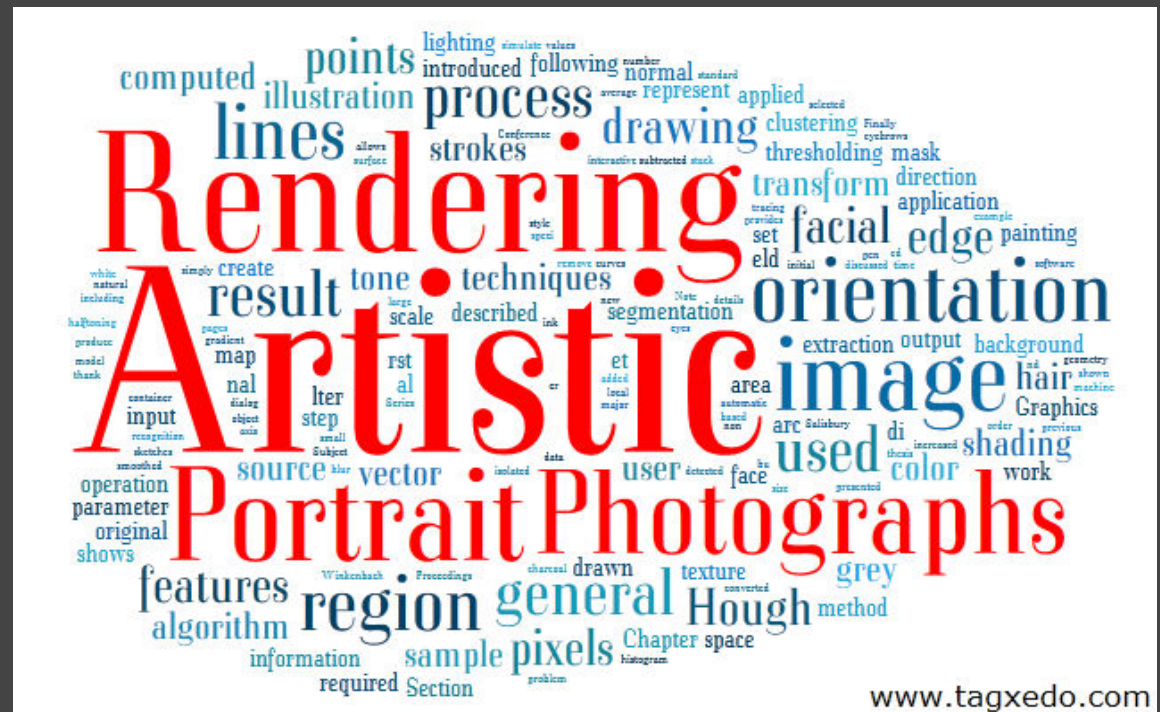
# Conduct a Sentiment Analysis

- Kauffman Foundation asked a group of (~40) bloggers to describe the economy in 5 adjectives (see report [here](#))
- The result is turned into a Tagxedo, which clearly reflects the mood



# Turn Your Thesis into an Artwork

- Turn months or years of your hard work into an artwork
- Add your thesis title to the Tagxedo
  - Easy to do with normalized frequencies
- The following is the MS thesis titled "Artistic Rendering of Portrait Photographs" by Eric Wong (140 pages)
- Use related shapes
- Add it to your thesis
- Great gift to parents



# Build Your SAT Vocabulary

- Collect a list of essential words
  - 100, 500, 1000, 5000 words
  - Make a Tagxedo with 100 words each
    - Normalize frequency, easy-to-read font
    - Turn each Tagxedo into a flashcard
    - Review, and circle words that you don't know
    - Collect the circled words, repeat the exercise
    - Put tricky words on top (so they are bigger)
    - I may make an app for this





# Debrief Your Audience

- After a lecture, rejuvenate your audience with a Tagxedo
  - Especially good for dry or serious topics
  - Replace the "Summary" or "Learning" slide
- Two methods
  - Let Tagxedo sizes the words based on the text
  - Use "Customize Words" to show the text in relative frequencies, and come up with your ranking
- Go through the key points again
  - Lead your audience through the important topics

# A Lecture about the Cold War



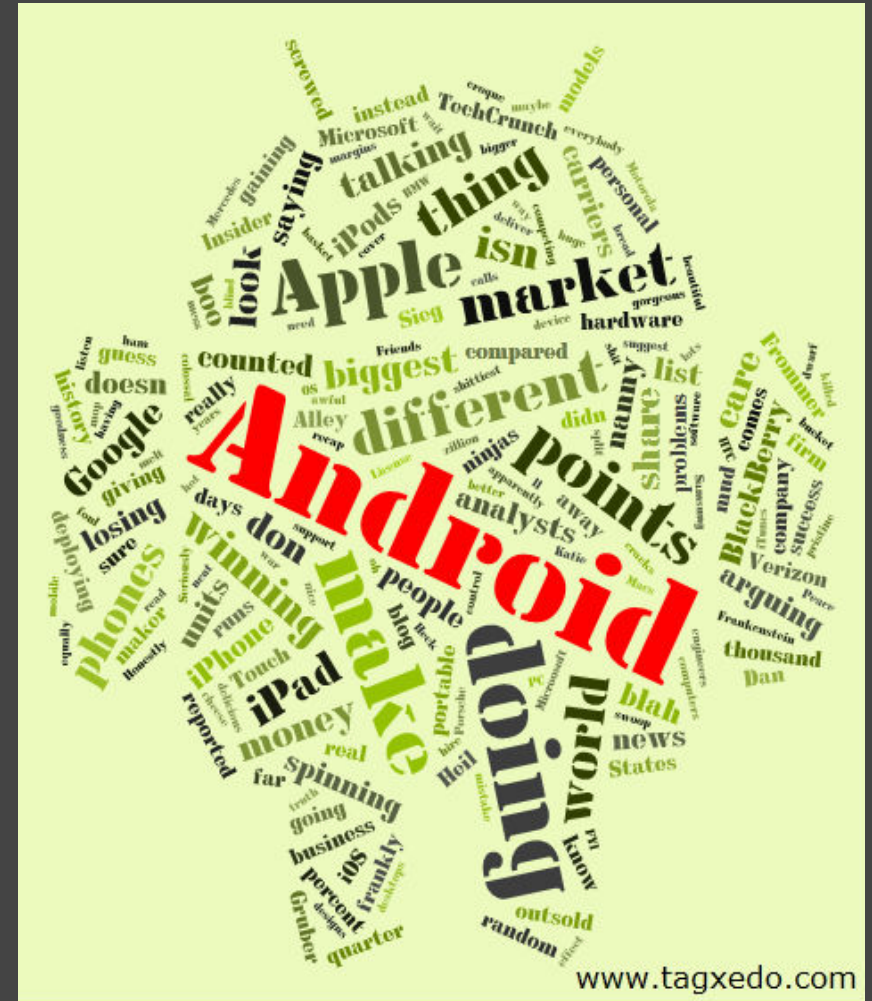
# Summarize a Blog Post

- Any blog post can be visually and pleasingly summarized
- Advantages

- Provide a different perspective on the topics

Give the audience a quick overview  
(great for the **TL;DR** generation)

- Juice up topics lacking supplemental visuals or images
- Why not? Just for fun!



# A blog post about Android "reimaged" with Tagxedo

# Use Tagxedo as a Background Image

- Using words from your presentation
- Choose a compatible theme
- Use an image editor to brighten or darken the words
- Optionally crop the Tagxedo to maintain aspect ratio
- Don't over do it



# Visualize a Poll

- Favorite artists, Atheletes of the Year, Person of the Year...
- Use tilde (~) and colon (:)
  - North~Korea:659141
- Where Justin Bieber should tour
  - Because of an Internet prank, some countries are voted disproportionately
  - **Normalize Frequency** may help



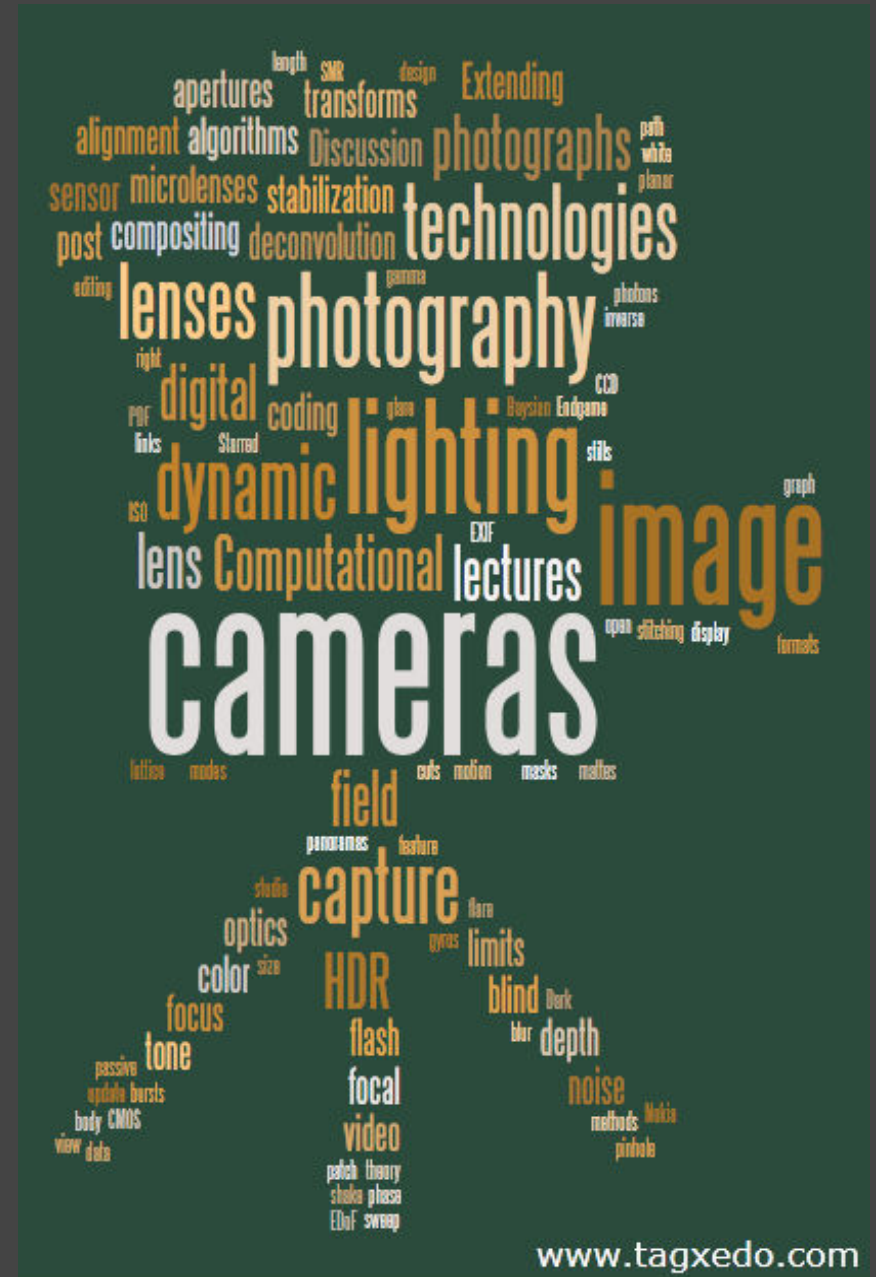
# Actual Frequencies



# Normalized Frequencies

# Outline a Syllabus

- What text to use
  - The Syllabus
  - Actual course material
  - A prioritized list of key concepts (this works best)
- How to show it
  - Classic cloud or course-related images both work
  - For list of prioritized concepts, "Normalize Frequency" gives good result
- Example shown
  - Stanford CS 448A, Computational Photography, Spring 2010



# Make a Guess, Win a Prize

- Make a Tagxedo of a subject
  - Travel destination, celebrity, famous novel
  - Take out all obvious keywords, but leave enough clues in
  - Guess where/who/what
  - Plenty of learning opportunities
    - Encourage students to do their own researches
    - Collaborative guesses (group of 5, 20 puzzles)
    - Students give presentation about the places
- Bonus: make an extra (but subtle) hint with the shape



# Answer

# Answer





# Track a Poll Over Time

- Track data evolving over time
  - College football ranking (weekly or annual)
- For rankings, use "Normalize Frequency"
- Use "Deja Vu" for better comparison
  - Same word has the same color across all runs

Week 0



Week 8



Final

Week 12



# Kill Some Time

- Make a Tagxedo whenever you are bored, and very soon you'll have an impression collection of visual art
  - *Warning: time may mysteriously disappear*



# Resources

- Home [www.tagxedo.com](http://www.tagxedo.com)
- Gallery (300+ examples) [www.tagxedo.com/gallery.html](http://www.tagxedo.com/gallery.html)
- All Things Tagxedo [blog.tagxedo.com](http://blog.tagxedo.com)
  - *Announcement, news, idea, tips*
- Daily Tagxedo [daily.tagxedo.com](http://daily.tagxedo.com)
  - *Current events, trending topics, ideas of the day*
- Celebrity Tagxedo [celebrity.tagxedo.com](http://celebrity.tagxedo.com)
  - *Portrait of famous people, notable personalities*
- [Forum](#), [FAQ](#)